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IFA 2009 – THE PREMIER BUSINESS EVENT

FOR CONSUMER ELECTRONICS AND HOME APPLIANCES – PAGE 4



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Publisher's Statement
Celebrating Our 20th Year!

The RetailObserver, Inc.

5542 Monterey Road #258
San Jose, CA 95138
800.393.0509 • 408.228.1270
Fax 408.360.9371
letters@retailobserver.com
production@retailobserver.com
info@retailobserver.com
www.retailobserver.com

To receive a copy of the
Retail Observer online, go to
www.retailobserver.com/subscribe/

Eliana Barriga

Publisher and Creative Director

Moe Lastfogel

Director of Sales and Marketing

Vera Gibson

Marketing Coordinator

Terry Price

Art Director

CONTRIBUTING WRITERS

Dean Landers

Mark Schaffeld

Christopher Thiede

John Tschohl

Elly Valas

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Plan Today for Success Tomorrow

CREATE AND FOLLOW A ROAD MAP FOR A BRIGHTER FUTURE

What does it take to compete, when do you compete and where? Before you can start the process, you have to know what you are striving for. Whether in athletics, business, or life, you need to know the final goal. When you run a race, is it to be number one or just to cross the finish line? If you were to climb a mountain to get to the top, again is it to be the first or just to touch the summit? When you have a goal to reach, what is your road map? Planning helps determine the final goal and confirms when you have finally reached what you had set out to achieve.

On a daily basis we are constantly competing in all aspects of our lives. Who takes a break, eats lunch, or goes home first? Who gets the first customer, the largest sale or the biggest commission? We have created the very competitive world we live in today. It is a part of our nature some of us want to contain and not deal with. To be successful you have to compete, you can't just lay back and hope you win the race; you have to give it your all and get into the race full steam ahead. There is no road to easy street—it typically doesn't get handed to you. Even the rare few who success comes easy to may still have to push hard to keep it.

We have been challenged on a daily basis since we were very young to get attention and for a chance to thrive. People all over the world compete to survive, and the American society is no exception—we compete in school, we compete for grades, and we compete to get accepted in college. The competitive instinct is key, I feel, to being a success. We all share the same instinct—it's our nature. Why not exploit it and use it to get ahead?

Work on a road map, realize what you need, ask for what you want and don't be scared to excel. Everyone has a path to take, as we have been told time and again. The truth is, you have to move in a direction to make it down the path—advance down it, and make decisions. Your instincts will guide you as they guided the caveman to fire (or the cavewoman to create a credit system.) We all are designed to survive; we are with our first breath. Don't just let the path set your course—make a plan and use your natural instincts as well. Learn how to use this incredible tool to help you get to the finish line. Close your eyes, take the time to think, visualize your path and goal, and follow it to your own personal finish line, whatever that may be.



Happy Retailing and Much Success,

Moe Lastfogel

EVENTS IN 1959

50 YEARS AGO

EVENTS IN 1959

- Fidel Castro comes to power in Cuba after revolution with the first communist state in the west
- Mattel's Barbie doll is launched
- Alaska becomes the 49th state of the United States
- Hawaii becomes the 50th state of the United States
- The new Labor Reform Act passed to control union powers.
- Hudson and Nash join to become AMC (American Motors Association)
- St. Lawrence Seaway, a joint .US. / Canadian venture is completed linking the Great Lakes to the Atlantic Ocean
- NASA introduces America's first astronauts to the world including John H. Glenn Jr., and Alan Shepard Jr.
- An International agreement is signed to preserve Antarctica
- Richard Nixon and Nikita Khrushchev argue about advantages of communism and capitalism in a kitchen on July 24th, known as the Kitchen Debate
- The Dalai Lama flees Tibet and obtains political asylum in India

TECHNOLOGY

- Boeing 707 Jet Airliner comes into service, cuts 8 hrs from transatlantic flight
- USSR Luna 2 crashes onto the moon as the first man-made object and Luna 3 sends back first photos of the far side of Earth's moon
- First pictures of Earth from space taken by Explorer 6
- IBM shipped the transistor-based IBM 1401 mainframe
- Xerox launches the first commercial copier
- U.S. launches first weather station in space
- Microchip invented by Jack Kilby, USA
- Computer modem, USA
- Norge unveils a gas-absorption refrigerator. The basic refrigeration system is produced by Electrolux
- Whirlpool introduces a continuous, automatic supply of ice cubes

POPULAR CULTURE

- The U.S. Grammy Music Awards premiers
- "The Sound of Music" opens on Broadway
- The chartered plane transporting musicians Buddy Holly, Richie Valens, and the Big Bopper goes down in an Iowa snowstorm, killing all four occupants on board. The tragedy is later termed "The Day the Music Died," popularized in Don McLean's song, "American Pie."
- Etch-A-Sketch invented by Arthur Grandjean, France

BORN THIS YEAR 1959

Jason Alexander—September 23rd

Fred Couples—October 3rd

Simon Cowell—October 7th

Hugh Laurie—June 11th

The Retail Observer's Eliana Barriga Lastfogel—June 23rd

COST OF LIVING 1959

- Average cost of new house: \$12,400
- Average yearly wages: \$5,010
- Yearly inflation rate (USA): 1.01%
- Ford T-Bird: \$3,250
- 4 speed phonograph and AM/FM stereo: \$329
- Cost of a gallon of gas: 25 cents
- Average cost of a new car: \$2,200
- Movie ticket: \$1.00
- Kodak movie camera: \$67
- 5 room bungalow: 2 bedrooms, living room, modern full kitchen, full basement with hot air heating, in Ohio: \$7,000
- Philco's Duomatic combination washer-dryer: \$500

POPULAR SINGERS

- Doris Day
- Frank Sinatra
- Connie Francis
- Jim Reeves
- Cliff Richard
- Ella Fitzgerald

POPULAR FILMS

- Ben-Hur
- Some Like It Hot
- Anatomy of a Murder
- North by Northwest
- Sleeping Beauty

TV PROGRAMS

- Bonanza premieres on NBC, the first weekly television series broadcast completely in color
- The Huckleberry Hound Show
- Bozo the Clown, live children's show
- Rawhide

(Facts courtesy of The People History, www.thepeoplehistory.com)



**HAPPY BIRTHDAY,
ELIANA BARRIGA LASTFOGEL**

MY WIFE, MY FRIEND, AND MY PARTNER
THANKS FOR THE HISTORY, MOE



THE RETAIL OBSERVER IS RUNNING AN ALTERNATE ARTICLE
THIS MONTH IN HONOR OF ELIANA'S 50TH BIRTHDAY.

ELIANA'S REGULAR ARTICLE WILL BE BACK NEXT MONTH.



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1



2



3

With everything from giant flat screens to the tiniest TV mobile phones, from mobile media players to complete home cinema – IFA presented fascinating highlights from every area of entertainment. The inclusion of electrical home appliances has created an unprecedented diversity, further increasing the appeal of IFA. Coupled with a top-class program of entertainment events the IFA fascinates visitors from around the world.

IFA 2008 EXCEEDED EXPECTATIONS—MASSIVE SUCCESS FOR THE INDUSTRY, DEALERS AND VISITORS

By the morning of September 3, 2008 IFA had attracted an attendance of some 220,000 from Germany and abroad. With orders exceeding 3 billion Euros all the expectations of dealers and the industry were surpassed.

With over ten per cent more exhibitors, a ten per cent increase in the volume of orders, and 24 per cent more dealers registered, the successful conclusion of the world's leading trade show for consumer electronics and home appliances was confirmed.

Last year's IFA was also more international than ever, with 1,245 exhibitors from 63 countries. Sixty six per cent of the exhibitors came from abroad. Trade visitors were registered from 126 countries, and one in three came from abroad. Media participation was also more international and more representative than ever before, with 6,560 journalists from 67 countries attending IFA 2008 in Berlin.

With 122,000 square meters of rented display space, including 11,000 square meters in temporary halls, this IFA covered the largest area in its history.

IFA 2009: CONSUMER ELECTRONICS TRENDS

Fascinating, innovative and in harmony with the environment: as the world's leading trade show for consumer electronics IFA 2009 is presenting the entire range of new products from a dynamic and

1. IFA North Entrance 2008 2. Miss IFA and Dr. Christian Göke, COO Messe Berlin joining the get-together at IFA 2009 International Press Conference in Malta 3. IFA Home Entertainment Hall 2008 4. Fireworks at the gala 5. The IFA boat in front of Valetta on its way to the gala of the

NESS EVENT s and Home Appliances

MOE LASTFOGEL

innovative sector. Fascinating new screen technologies, three-dimensional images, entertainment, navigation and communication using portable terminals, wire-less media in the networked home – IFA introduces the latest trends from every sector of the industry.

THE NEW TV SCREENS: GREATER CONTRAST, LESS ENERGY, MORE CLEARLY DEFINED MOVEMENT

Energy efficiency, further improvements in picture quality, especially on LCD televisions, and even slimmer units – in 2009 at IFA these are the main trends in the continuing development of TV technology. LED backlighting for LCD screens, still more of a subject for the future at IFA 2008, is now becoming well established with a whole range of new models. The individual LED light cells can be controlled to match the brightness specifications of the picture content and this enables much higher contrast levels to be achieved while also conserving energy.

The plasma screens on show at IFA 2009 also have reduced energy consumption. With such developments manufacturers are continuing in the direction that they set in 2008. The new technology also enables slimmer units to be produced. As a result IFA will feature the prototypes of larger TV screens which are thinner than ever, as little as 9 millimeters (approx. 1/3 inch).

Another of the criteria for improving picture quality is that of natural, smooth-flowing movement with even sharper definition. All the major manufacturers will be presenting their own technical solutions at IFA 2009, with attractive new models that operate at many times the standard picture frequency and include cleverly calculated intermediate images. In this way they can even produce a clear and detailed picture when the camera pans across an entire football pitch in a fraction of a second.

Alternatives to the established technology used for plasma and LCD television screens are not expected to account for a large share of the market for several years but they can already be seen at IFA 2009. For example, the OLED screens on show in Berlin will include not only

IFA 2009 International Press Conference **6.** Dr. Christian Göke, COO Messe Berlin and Dr. Mario de Marco, Maltese Parliamentary Secretary for Tourism joining the gala at IFA 2009 International Press Conference





1



2



3

experimental units but also the first mass-produced models.

There is also a new screen format which points the way forward: one of the superstars among the latest television sets will be a model with a picture ratio of 21:9, the same as that used to screen movies in Cinemascope. So now movie enthusiasts can enjoy their favorite films as they were meant to be seen, without any black stripes, without losing any of the image quality and filling the screen format in their entirety.

NEW ON THE SCREEN: INTERNET AND THE THIRD DIMENSION

Among the new televisions the top-of-the-range models really bring the internet into the home. Video clips from YouTube web pages, slide shows from the online photo service Picasa, weather reports, breaking news reports, sporting events and stock market prices: they are all now available at the click of a button. The manufacturers use a number of different technologies, such as standardized browsers or special widgets, but in every case the results are similar, making access to internet content as easy as it is to zap from one television station to another.

It will be a few years before we can see 3D television pictures in our homes, but the industry is already working on solutions that incorporate the entire infrastructure from program production to distribution and the terminals. An industry-wide standardization project envisages the Blu-ray disc as the future medium for 3D images. IFA 2009 will be reporting on the current state of affairs with a whole range of exciting exhibits.

BLU-RAY DISC: A MATURE MARKET, A COMPREHENSIVE RANGE OF TERMINALS

The Blu-ray disc is being featured at IFA as a fully tried and tested media platform, with well established standards of the highest technical level, a wide choice of films and other media content, online access and an extensive range of playback units. Many different varieties and designs of Blu-ray player are now available as stand-alone components, including extremely flat units. Blu-ray drives are also being installed increasingly as standard equipment in fully equipped Home Cinema systems.

WIRELESS AND EASY TO USE: PICTURES AND SOUND IN THE HOME NETWORK

High definition images can now be transferred to the screen, wirelessly, without any compression, and with high definition multi-channel sound, in accordance with the new Wireless HD standard. Over short distances of 20 meters the radio link operates reliably and without any problems, and at extremely high frequencies of around 60 gigahertz. Wireless HD is likely to develop to augment the HDMI connection, and the first sets with built-in transmitters and receivers for wireless HD will be on show at IFA 2009.

IFA will also be demonstrating many new examples of streaming for audio and video applications, including a wide range of media players as

1. Philips at the IFA 2009 International Press Conference in Malta 2. Steven Kaiser, GfKAsia Pte. Ltd; Jürgen Boyny, Global Director Consumer Electronics, GfK Marketing Services GmbH & Co. KG; and Tom Edwards, Consumer Electronic Association USA 3. The presentation of Miele & Cie. KG

well as many new media servers and NAS drives, holding images, music and films that can be played on all loudspeakers and screens throughout the home.

HARD DISC ARCHIVE, ONLINE MUSIC AND INTERNET RADIO: HIFI AND NETWORKS ARE INSEPARABLE

For hifi enthusiasts a network connection is increasingly being taken for granted. Nowadays music is mainly bought online, computer hard drives are gradually replacing racks of CDs as a sound archive, and network clients can either play a private repertoire by themselves or feed it to a hifi system. The next logical step is for devices which, via the home network, can be used to access the archive contained on a hard drive, as well as often also serving as receivers for internet radio services. Special providers can offer tens of thousands of radio stations from all over the world, sorted according to genre or region, and providing yet another attractive source of entertainment and information.

MOBILE ENTERTAINMENT, NAVIGATION AND COMMUNICATION: IFA PRESENTS THE ENTIRE RANGE

MP3 players, navigation devices, smart phones with browsers and email-programs – it is now virtually impossible to separate the different functions available on mobile terminals. IFA 2009 can offer new items to suit every kind of user: mobile jukeboxes which can also display digital photos or serve as dictation machines, pocket-sized multimedia players capable of playing movies with definition approaching TV quality, navigation devices with optional television viewing facilities, and telephones which, with a built-in GPS antenna, can also search the internet for information about the locality. Few other product categories provide a more convincing example of what convergence means today. They are all on show at IFA—comprehensively and with all their different facets.

A CLEAR PICTURE OF ALL THE DIFFERENT EQUIPMENT CATEGORIES: CAMCORDERS AND DIGITAL CAMERAS

For camcorders high definition resolution is increasingly becoming a standard feature, and this applies not only to the latest models at the top of the range, which use three separate image sensors to achieve a stunning picture quality. Even the most compact devices, with basic controls and features, making them ideal for beginners and for rapid shots, can often produce images with a highly acceptable 1920 x 1080 pixels. IFA will also be presenting the first combined camera and mobile phone capable of recording moving images in full HD resolution.

But a growing number of digital cameras intended primarily for taking stills can now take video shots too. And this applies not only to the pocket models capable of taking short clips in small formats for inclusion on YouTube. The very finest cameras, the SLR models, can now produce videos of a standard befitting their superior quality, with HD resolution taken for granted. Visitors to IFA are confronted by the



4. The presentation of Bosch at the IFA 2009 International Press Conference in Malta 5. Dr. Mario de Marco, Maltese Parliamentary Secretary for Tourism and one of the African journalists joining the gala at IFA 2009 International Press Conference 6. Home appliance breakdown



question of what sort of camera to buy: a traditional video camera or maybe a still camera with additional video-filming capability? The extensive display of innovations in Berlin will make it easier to come to a decision.

INCREASING POPULARITY OF FLASH DRIVES: MECHANICAL SYSTEMS ARE ON THE WAY OUT

For televisions, DVD players and hifi components alike: an increasing number of consumer electronics devices not only have the usual interfaces but also slots for memory cards, or USB ports for conveniently sized memory sticks, reflecting the fact that these tiny and practical digital devices are now well established as multi-purpose systems for storing all kinds of media content. They can be used to bring photos from digital cameras or home-made movies from a camcorder directly onto a flat screen. Alternatively entire MP3 collections can be transferred with very little effort from a computer to a hifi in the living room.

The technology behind flash memory chips, which are the key components in these tiny, light storage devices, is developing at an astonishing pace: their capacity is doubling almost annually, while their prices continue to fall. Flash memories have already begun to supplant hard disc drives and other mechanical storage systems. Solid state discs (SSD) are being used increasingly as mass storage devices in compact notebooks. The first camcorder models with 64 gigabyte SSDs will already be on show at IFA. On the camcorder market in general the proportion of devices which can store moving images on chip cards rather than on hard disc drives or optical media is growing all the time. At IFA 2009 the industry will demonstrate that this is an ongoing trend, with numerous new, lighter and more compact items, with substantially reduced energy consumption too.



IFA 2009: CUSTOM SERVICES FOR TRADE VISITORS

Starting now: highly attractive travel packages, advance registration, the Business Fast Lane, well-organized theme tours, and exclusive insights into companies and the industry.

Be it special travel packages, advance registration, the Fast Lane, an exclusive reception area or leading specialist forums, starting now the IFA Website has information for trade visitors coming to IFA.

- **Travel packages – your trip to Berlin**

Outstanding travel packages await trade visitors who wish to prepare early for their trip to IFA 2009.

- **IFA Representative Offices**

(Messe Berlin's foreign representatives) will also assist with preparations for your trip, and will gladly help you to arrange flights, hotels, transfers or group travel.

- **Register early through the online ticket shop**

Trade visitors can purchase their ticket to the IFA in comfort from the online ticket shop, at a reduced advance sales price. Alternatively, they can redeem a ticket voucher. The IFA ticket shop is open at



1. Sharp at the IFA 2009 International Press Conference in Malta 2. Historical spectacle at the Gala of IFA 2009 International Press Conference in Malta 3. The presentation of Siemens Electrogeräte GmbH: Tanja Magg, Press and Public Relations Manager (left) and Roland Hagenbucher,

www.ifa-berlin.com. All you need is a credit card and a printer. Trade visitors select the ticket of their choice, and after payment (via a high-security SecuTix link) will receive an e-mail with a ticket as a PDF file attachment.

- **Free shuttle service**

After your arrival at the airport, a free shuttle bus takes trade visitors from Tegel Airport directly to the main South Entrance of the IFA. You can also park at the Olympic Stadium and take the shuttle from there to the exhibition grounds. Other free shuttles are available on the grounds.

- **Separate entrance area – the Fast Lane**

Trade visitors can save time using the Fast Lane entrance, recognizable by a red carpet.

- **International Trade Visitor Reception**

The International Trade Visitor Reception is the business and service area reserved exclusively for trade visitors at the IFA. These are pleasant and quiet surroundings away from the bustle of the fair where one can get together and talk. Every day, starting at 8 a.m., trade visitors will be admitted to the IFA two hours before the fair opens. They will receive:

- a free trade visitor package and catalogue, plus trade information on exhibitors and highlights of the exhibition
- a free breakfast for trade visitors from 8 to 10 a.m.
- the industry magazine *IFA International*, presented by Cleverdis
- the latest issue of the trade fair paper, *IFA heute*

- **The trade visitor reception area** also has an Internet Lounge with PC workplaces offering free access to the internet, as well as a Work Lounge with comfortable chairs, a trade press stand, plus a meeting point for guided tours of the fair for trade visitors.

- **Guided tours for international trade visitors**

Every day, starting at 11 a.m., a large number of specially arranged theme tours will enable trade visitors and industry experts to find out background information about trends at IFA. The tours will begin at the trade visitor reception. Detailed information on these tours for international trade visitors will be available shortly on the IFA website at www.ifa-berlin.com.



IFA INTERNATIONAL KEYNOTES

The IFA International Keynotes are an exclusive series of papers aimed at decision-makers from the Consumer Electronics and Home Appliances industries, members of the media, as well as trade visitors at IFA and exhibitors.

On September, 4 and 5th leading industry executives will speak about current industry trends, corporate strategies and visions for the future. The IFA International Keynotes will take place from 9:45 to 10:30 a.m. and from 3:00 to 3:45 p.m. A detailed timetable is available on the internet at www.ifa-berlin.com/Events & Conferences/International Keynotes. **RO**

Chief Executive Manager (right) **4.** Coffee pods Galore at 2008 IFA **5.** The gala dinner of IFA 2009 International Press Conference in Malta **6.** Closing Session at the IFA 2009 International Press Conference

Registration Opens for PrimeTime! Buying Show and Conference

NATIONWIDE PROMOTES A FAMILY AFFAIR IN ORLANDO



In March, thousands of guests mingled and networked at the PrimeTime! Kickoff Party hosted by NMG at the famous Celebration Hall in New Orleans.

Nationwide Marketing Group (NMG), announced today that registration is now open for their upcoming PrimeTime! buying show and conference at the Walt Disney World Swan and Dolphin Resort in Orlando on August 16-19, 2009.

PrimeTime!, the largest buying show and conference for appliance, electronics and furniture independent dealers launched their Disney inspired registration website today at www.nationwideprimetime.com. Early registration specials include discount passes to Disney and a drawing for a free 3 night hotel stay at the Swan and Dolphin Resort. NMG will also be hosting a Disney® Character Breakfast for families who attend and a Beach Party to kickoff the show featuring live music, food and cold beverages.

“Over 35 years ago, Nationwide started with a small group of independent family owned retail stores just like many of our member dealers today,” said Ed Kelly, President of Nationwide Marketing Group. “We are encouraging our dealers to bring their families to PrimeTime! and make the most of their trip to Orlando.”

The theme for this PrimeTime! is, Your Road Ahead: Choices, Opportunities, and Results. “We will be challenging our member dealers to look ahead and take the necessary actions to align their businesses in the right direction,” said Robert Weisner, Executive Vice President of Nationwide Marketing Group. “All the resources they need to get the results they want will be available at PrimeTime!.”

Twice a year, the PrimeTime! buying show and conference brings together independent dealers, manufacturers and service vendors from across the country to do business, network and learn the latest in the appliance, electronics and

furniture industries. The show also includes PrimeTime! University, two days of FREE business courses taught by industry experts.

Weisner commented, “We received very positive feedback on PrimeTime! University in New Orleans, so we have included more hands-on courses in the upcoming show tailored to the needs of the independent dealer.” Some of the topics being offered through PrimeTime University in Orlando include management, finance, human resources, sales, marketing, service and warranty.

Other highlights of PrimeTime! are a two day vendor exhibition, exclusive show promotions, group meetings, industry presentations, training sessions, new product launches, member service demonstrations and networking opportunities.

“Nationwide continues to set the bar higher every PrimeTime! by providing our members more savings, more courses, more networking and resources to help grow their businesses,” said Les Kirk, Executive Vice President of Nationwide Marketing Group. “In fact, at our last PrimeTime! we gave out over \$8 million in rebate checks. That is why PrimeTime! is so successful and the largest buying show and conference for appliance, electronics and furniture independent dealers in America.”

To register, or for more information on PrimeTime!, please visit www.nationwideprimetime.com.

For information about the many benefits of membership with Nationwide Marketing Group, visit www.nationwide-marketinggroup.org.

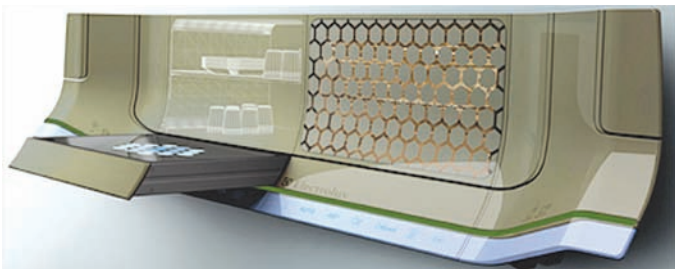


Hundreds attended PrimeTime! University in New Orleans and took advantage of FREE business courses tailored to independent dealers.

Appliance Trends 2009

CONCEPT PRODUCTS FOR TRENDS OF TOMORROW

Electrolux Electrolux knows that the kitchen is The Place To Be when socializing in the home. Today, cooking is a collaborative effort. This means that appliances that provide flexibility in terms of time and space are more important than ever to consumers. This is the thinking behind the two visionary design concepts recently presented by Electrolux Global Design. These seemingly space-age concepts don't exist as products, but all the technology exists to produce them. They are examples of where today's lifestyle trends might be taking us in tomorrow's world. And, in terms of design, they are stunning.



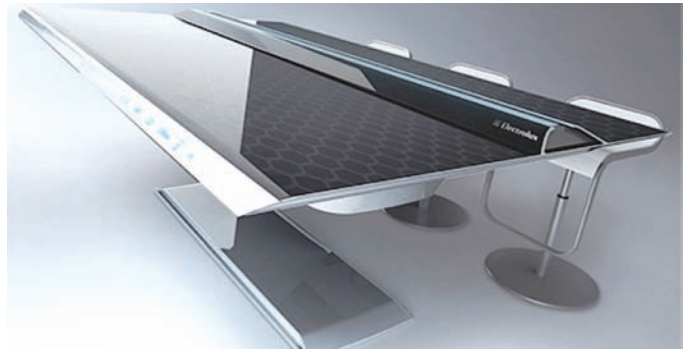
VOLARE KITCHEN

Thinking and Insight: Smaller urban populations, crowded cities and smaller living spaces creates a greater need for cooking and food storage solutions for modern living that are flexible and sleek. Appliances should be convenient, intuitive and not take up more room than they have to.

Concept: Volare is an entire kitchen tucked away in an illuminated piece of art. Volare responds to the touch, and can be unfolded into an induction stove when the consumer wants to cook or an ice dispenser when she wants a cold drink. The modular system allows for customization so the unit fits your individual needs. The unit is organized from cold appliances to hot and holds everything needed for an aesthetic, modern, and convenient cooking experience.

Benefits of the concept:

- the oven changes color based on temperature to make cooking intuitive
- spot light illuminates the unit making it look like a piece of art when it is not being used
- modular system allows you to build a kitchen that fits your needs
- a range of colors available for complete customization
- organized from cold to hot
- keeps your floor space clear



RENDEZ-VOUS INTERACTIVE TABLE

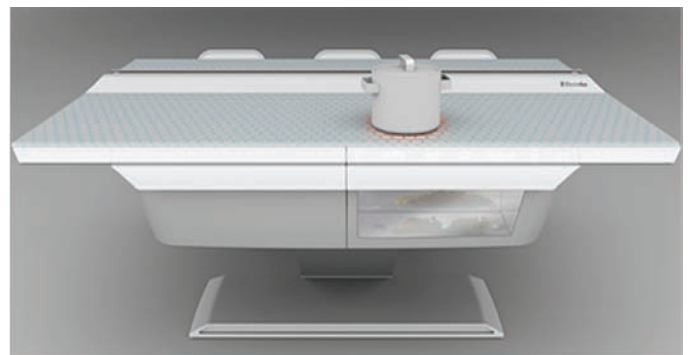
Rendez-vous breaks down barriers in the home, creating the perfect space for gathering, cooking and eating.

Thinking and insight: Many consumers love to cook and entertain but don't want to toil in the kitchen away from their friends, they want to be part of the party. And although they are not professional chefs, they want to make top-class food with the help of appliances that are intuitive.

Concept: Rendez-vous is the first interactive table that combines the living, eating, and entertaining space. The top of the table is a unique energy shield that brings the appliances to life without having to plug them in. The blender can be placed on the surface to charge or activate. The table top is also an inductive cooking system that uses sensor technology: cooking zones are not dedicated. Instead heat is dispensed wherever the pan is placed. Beneath the table are modular drawers that can hold a stove, refrigerator or almost any kitchen appliance that the consumer needs. Cooking becomes a social activity, but there is no need to be flawless. Programmed in the Rendez-vous is a virtual chef that guides the consumer through the cooking process, making it foolproof. When it is time to eat, the drawers tuck away beneath the table.

Benefits of the concept:

- a complete entertaining, cooking, and eating zone
 - power mat at the top of the table brings energy to any electrical appliance
- | continued on page 12 |



- the entire table surface uses sensor technology
- modular system allows you to build the perfect system to fit your needs
- kitchen appliances tuck beneath the table when it is time to eat
- virtual chef guides you through the cooking process
- brings the kitchen to the heart of the home

The Electrolux Global Design Team is an international team with about 150 designers present in all of the Group's different business sectors. The Design Centre Hub is in Stockholm, Sweden, co-located with other Group functions. Other Industrial Design Centres are in North America, Brazil, Italy, Singapore and Australia.



New Cook In Town

At the International Next Generation Robot Fair in Osaka, Yaskawa Electric demonstrated that their Motoman SDA10 robot is more than man enough for the task. As a chef, the Motoman relies on speech recognition technology to take verbal orders from customers. Using standard kitchen

utensils, the robot mixes the okonomiyaki batter, pours it onto the iron grill, forms it into a round pancake-like disk, flips it, puts it on a plate when done, and applies condiments. With the advancement in digital era we see robots being used in manufacturing and now doing household work. Okonomiyaki is a type of fast food popular in Japan, which sort of resembles a pancake filled with ingredients like meat, vegetables, and shrimp. While preparation is fairly straightforward, the custom fillings mean that they are usually cooked to order, requiring the services of a short order cook or in this case that of a robot chef. At 4.5ft tall and weighing in at 480lb, the robot is designed to operate independently alongside humans in the work place, but can it sell appliances?

Amana Air Conditioners —

PROVIDING EARTH-FRIENDLY CLEAN AIR



The environmental protection agency warns us, that indoor air quality is five times more polluted than outdoor air quality. Amana UV Cleaner air conditioners clean inside air by converting dirty, dust, pollen, mold and mildew into harmless water vapor. The Amana air conditioners do this so well, that the most prestigious testing lab in America, Intertek Laboratories, certified the cleaning results.

Significance to the independent appliance dealer - | continued on page 14 |



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Wine meets design.

All eyes are on Liebherr's new HWS 1800, a wine storage cabinet that exhibits fine wine in full view rather than under the counter. With the capacity to hold 18 bottles, this innovative unit is surprisingly compact. Coupled with its diminutive size, a sleek recessed handle opens up opportunities for integration beyond the kitchen into the dining room, living room or study. Once inside, your bottles will benefit from ideal storage conditions such as precise temperature control and features that protect against light, odor & vibration, allowing you to enjoy the wine as much as the unique design.



Amana home comfort is sold exclusively thru the independent channel, and is not sold in big box stores (Lowes/Home Depot/Best Buy/Wal Mart). This allows the independent Amana dealer to offer “two-for-one”. A powerful air cleaning, and air conditioning, all in one unit. The air cleaner functions twelve months a year. What person, does not want to breathe cleaner air?

Amana is the first line of dehumidifiers to convert to R410A, earth friendly refrigerant.

AFICIONADO LINE DEBUTS

Also, the new Aficionado line debuts between now and September 2009, and will be an entirely new line of appliances, that is targeted, strictly at the independent dealer. The objective of this exciting new product line is to restore profitability, to the independent dealer, while providing unique new products, that the appliance industry has never seen before; and which the retail consumer would want to have.

Witness our new, Modular 24 inch deep, bottom mount refrigeration, a new 70 lb, built in icemaker, with self cleaning feature, and a myriad of other profitably distributed items, that will really make a difference, when a dealer computes his bottom line. High quality appliance products that address both the middle of the consumer market, and some others, that better address the luxury market!

Aficionado begins roll out, from now thru September 2009, and the dealers who have seen the future, like what they see. Higher profit dollars, on uniquely designed appliances, with fully protected distribution, is what we are all about.

U-Line Achieves Highest Energy-Efficient Rating



U-LINE

As an increasing number of consumers demand “green” products, companies are responding with environmentally friendly solutions. To demonstrate our dedication to the environment,

U-Line continues to produce the most efficient models possible. In addition to being ENERGY STAR rated, the Consortium for Energy Efficiency (CEE) just awarded U-Line a Tier 3 rating – the highest energy efficiency rating available – for two of its refrigerator models.

Both the Échelon 2175R and Origins 1175R met the stringent criteria set forth by the CEE for this high rating. According to the CEE, a product that attains a Tier 3 rating is 30 percent more efficient than the federal standard.

Both refrigerators outperform the federal standard of 425 KwHr/yr to achieve the high rating. The 2175R runs at 246 KwHr/yr, meaning it costs a homeowner \$26* a year to run the unit. The 1175R runs at 259 KwHr/yr, costing a homeowner \$28* a year.

The 2175R is 24 inches in width and has a capacity of 5.7 cubic feet. It features automatic defrost and Touch Control Digital Technology that makes setting and seeing the temperature easy. The model is available in black, white, stainless steel, with an optional ¾ inch full overlay | continued on page 16 |



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panel, or it accepts a ¼ inch insert door panel. The stainless steel model is deemed suitable for outdoor use by Underwriters Laboratory (UL).

The 1175R is also 24 inches in width with a capacity of 5.7 cubic feet. It features automatic defrost and a push button digital control. The model is available in black, white, stainless steel, or it accepts a ¼ inch insert door panel.

U-Line also produces two other ENERGY STAR rated refrigerators that have a CEE Tier 1 rating, which requires the product be 20 percent more efficient than the federal standard.

The Échelon 2115R, a 15 inch refrigerator with 3.3 cubic feet, runs at 304 KwHr/yr. The annual cost to a homeowner is \$33* to run the unit. The refrigerator has automatic defrost and Touch Control Digital Technology. It is available in black, white, stainless steel, with an optional ¾ inch full overlay panel, or it accepts a ¼ inch insert door panel. Like the 2175R, the stainless steel model is deemed suitable for outdoor use by UL.

The Origins 29R runs at 312 KwHr/yr, costing a homeowner \$34* to run it for one year. This is a 21-inch ADA unit with a capacity of 3.5 cubic feet. It has automatic defrost and a mechanical dial control. The unit is available in black, white, or it accepts a ¼ inch insert door panel.

Dacor® Introduces the Distinctive Gas Rangetop

COMPETITIVELY PRICED, THE PREMIUM RANGETOP ALLOWS NEW CONSUMERS TO EXPERIENCE LUXURY COOKING FOR THE VERY FIRST TIME



dacor Dacor®, a market leader in luxury kitchen appliance design, manufacturing and distribution, announced the introduction of the new Millennia® Distinctive™ Gas Range-top, expanding the brand's collection of

premium cooking appliances to include a competitively priced, professional style rangetop that will allow a broader range of consumers to experience the company's commitment to details firsthand.

Built for true epicureans who share the same passion for the details necessary to achieve gourmet culinary results as Dacor, the new premium slide-in Distinctive Gas Rangetop combines professional style with premium performance for cooking that is far from ordinary.

"This year we have focused our product design efforts on what has made Dacor a leader in the culinary arena: cooking appliances," said Steve Joseph, Vice President of Marketing at Dacor. "Our new Distinctive series combines the best of modern design with the culinary heritage of Distinctive Appliance Incorporated, the original name of Dacor (www.dacor.com). With the launch of the Distinctive Rangetop, we are optimistic about the number of new consumers who will get the chance to experience luxury cooking for the very first time."

| continued on page 18 |



U-LINE

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A WIDE RANGE OF DETAILS

Keeping cooking safety top of mind, the Distinctive Gas Rangetops feature Dacor's exclusive Illumina™ Indicator Lights set into the low-profile angled control panel for easy viewing from a comfortable standing position and function as a safety feature and stylish accent, glowing in the brand's signature "flame-blue" to indicate a burner is "on." For additional safety, Dacor's Perma-Flame™ Technology forces the automatic re-ignition of any flame that goes out unexpectedly, for continuous cooking without interference, preventing prolonged exposure to escaping gas.

Offering a more efficient cooking experience with sealed gas burners that utilize natural gas, the Distinctive Rangetops feature high-performance SimmerSear™ Burners to accommodate every cook's needs. Home chefs have complete control over a wide range of cooking temperatures to create a perfect simmer, sear or sauté.

Continuous Platform Grates make maneuvering pots and pans around the burners effortless, providing an especially spacious cooking surface that fits oversized cookware comfortably. The heavy-duty cast iron grates sit on four rubber feet so users can conveniently transport from cooktop to countertop without damaging surfaces. Unique SmartFlame™ Technology reduces flame output under each grate finger, protecting the finish and longevity of the grates, without impacting temperature. A one-piece porcelain-enameled spill basin sits beneath the burners to catch any food or grease that falls through, simplifying clean up.

The Distinctive Rangetop is compatible with Dacor Raised Ventilation Systems with optional, removable searing grill, griddle and wok accessories available to provide users with the ultimate tools to be completely creative in the kitchen. Dishwasher safe, the griddle and searing grill feature a superior nonstick scratch-resistant coating. When not in use, they can be stored to keep the cooking surface free and clear of clutter.

Available in 36" and 30" widths in stainless steel finish, the new Distinctive Rangetops will roll out to authorized Dacor dealers in July 2009.

Whirlpool Corporation to Make All Electronically Controlled Appliances "Smart Grid" Compatible by 2015



Whirlpool Corporation last week made a first-of-its-kind commitment while at EE Global Forum & Exhibition in Paris. Whirlpool Corporation was the founding sponsor of the first EE Global Forum in 2007, and again served as a founding sponsor in

2009, the second EE Global Forum.

Bracken Darrell, president of Whirlpool Europe, and executive vice president of Whirlpool Corporation, highlighted the company's longstanding leadership in energy and water efficiency, including the first announcement by an appliance manufacturer of a global greenhouse gas emissions reduction target at the Kyoto Protocol in 2003, and an expansion of the original target at EE Global in 2007.

| continued on page 20 |



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Darrell stressed the critical importance of a collaborative effort among industry, government institutions, NGOs, utilities and other stakeholders to drive truly meaningful energy conservation, before announcing the company's newest commitment.

"By 2015, Whirlpool Corporation will make all the electronically controlled appliances it produces – everywhere in the world – capable of receiving and responding to signals from smart grids," said Darrell.

Darrell indicated that the company's ability to successfully deliver on this commitment in this timeframe was dependent on two important public-private partnerships:

- The development by the end of 2010 of an open, global standard for transmitting signals to and receiving signals from a home appliance; and
- Appropriate policies that reward consumers, manufacturers and utilities for using and adding these new peak demand reduction capabilities.

"Whirlpool believes this bridging technology is so important that we are going to invite the appliance industry, the utility industry, policymakers, NGOs, and relevant technology companies to come together at the upcoming Copenhagen climate change conference to discuss how we can accelerate the adoption of these new capabilities," said Darrell.

Podcasts of Bracken Darrell and others who attended EE Global are available for download or play at: <http://eeglobalforum.org/updates>. For more information about the forum, please visit: <http://eeglobalforum.org/>.

Ellen Cheever At University Electric



*By Sherry Faure, CKD, CBD,
NKBA Northern CA
Chapter President*

NKBA Northern California Chapter presented Ellen Cheever, CMKBD, ASID, at their June 10th meeting co-hosted by University Electric and GE Monogram. Over 120 attended to hear Ellen speak about "Using Your Creativity to

Win Clients and Protect Profits in a Down Economy".

Cheever's superb presentation described in detail how to go from the ten step design process to focusing on cabinet details plus how to achieve similar results without using expensive cabinet options. Her detailed hand-out had wonderful renderings of kitchen ideas and innovative appliance placement. She emphasized ways to maximize value to the client even if you don't directly profit from appliance sales. Offering creative design solutions and clever placement of appliances within the kitchen plan will be the "tipping point" that separates your design from the competition.

Ellen Cheever is in the National NKBA Hall of Fame as well as being our first Northern CA Chapter Hall of Fame Inductee along with pioneer, Bud Heintz, of University Electric. A very big THANK YOU to GE Monogram and University Electric for sponsoring our meeting. **RO**



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Faber The GREEN Ventilation Company

CONSUMERS CAN MAINTAIN A GREEN HOME AND SAVE ON TOTAL ENERGY COSTS

How a Faber can help consumers save money and be healthier:

- Besides using very little energy, Faber hoods help to keep energy costs down in the home. Turning the rangehood on keeps cooling costs down. Humidity and heat build in the kitchen when cooking, so more money is spent on cooling that hot air. By using a rangehood, the elimination of cooking by-products (heat and humidity) help keep air conditioning costs down.
- Keeping Homes Green! – By using effective ventilation in the home like a Faber rangehood, harmful odors (like gas fumes) are eliminated from the home. Also humid, greasy, steamy air over time can cause mold and mildew to build up in the kitchen, causing possible respiratory problems. Faber even has hoods that can be used as all day air purifiers. The Matrix, Orizzonte and Velvet have a 24-hour anti-pollution mode, which runs the hood at approximately 60 cfm all day. The whole home can be ventilated all day long and refresh the air. So for as little as \$1.14 per year, there is a reduction of overall air cooling costs, and a healthy, safe and green home for the consumer.



LOW ENERGY CONSUMPTION

Faber rangehoods have a very low energy consumption—less than \$10 per year spent on electricity. Look at the list below for a few examples of the total electricity costs of Faber hoods in one year.

Agi.....	\$1.14
Inca Smart.....	\$1.83
Cristal HC.....	\$1.98
Inca HC.....	\$2.28
Matrix.....	\$2.56
Synthesis.....	\$2.94
Stilo.....	\$3.90
<i>(or any PRO motor canopy hood)</i>	
Dama Isola.....	\$4.26
<i>(or any PRO motor island hood)</i>	

Note – The rangehoods ran 30 minutes a day on low speed with the lights on, 365 days, using the national average of 9.86 cents per kWh.

LOOKING TO THE FUTURE[®]

Faber has always been forward thinking for over 50 years. Faber is constantly working on new technologies to improve energy efficiency and make products greener. Faber is introducing hoods that use energy efficient LED lighting and also require less energy to operate overall because of more efficient ventilation technologies. **RO**



ON AIR. SINCE 1955

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Fit. Finish. Performance.

Ventilation comes in all shapes and sizes, sometimes the primary focus of the kitchen when it's a decorative hood, or sometimes nearly hidden - such as the professional insert system shown in this kitchen. To see Faber's more than 25 different hoods from designer to integrated, please visit our website: www.faberonline.com

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- Solar power used to power lighting in factories
- Waste recycling program in all factories
- Plastic recycled and reused in manufacturing of rangehoods
- RoHS (Restriction of hazardous substances) compliance in process



FABER & RECYCLING

- 95% of the rangehood parts can be recycled
- 100% of packaging can be recycled
- Recycled Styrofoam is used in packaging



LOW ENERGY CONSUMPTION

- Very low energy consumption for Faber rangehoods. *Annual total Electricity costs:
Inca HC - \$2.28 / Synthesis - \$2.94 / Stilo (or any PRO motor canopy hood) - \$3.90



Agio - \$1.14



Cristal HC - \$1.98



Inca Smart - \$1.83

LOOKING TO THE FUTURE

- New technologies to improve energy efficiency
- Faber is introducing hoods that use energy efficient LED lighting

* Note – ran 30 minutes a day on low speed with the lights on, 365 days, using the national average of 9.86 cents per kWh.
* " 'USGBC' and related logo is a trademark owned by the U.S. Green Building Council and is used by permission."

LEED® Building Projects & Green Building Council Membership



- LEED® (Leadership in Energy and Environmental Design) is the green building benchmark program in the US and Canada.
- Faber has been used in approximately 15 LEED® certified green building projects
- More LEED® candidate projects are specified with Faber for 2009 and beyond
- Faber is now a member of the U.S. and Canada Green building councils, the governing bodies for the LEED® system.



Some Examples of LEED® certified projects Faber has been specified in:



Cyan - Portland,OR



Pomaria - Vancouver,BC



John Ross - Portland,OR



Riverhouse - New York,NY

Electrolux Unveils Elegant French Door Refrigerator

FROM PERFECT ICE™ TO A PROPRIETARY PERFECT TEMP™ DRAWER, THE LATEST ADDITION TO THE ELECTROLUX APPLIANCE LINE MAKES LAST-MINUTE ENTERTAINING A BREEZE

Electrolux, the appliance brand used in fine homes and restaurants in Europe for over 80 years, is adding an elegant French door refrigerator to its newest appliance collection, which made its debut in early 2008. Featuring a versatile Perfect Temp™ Drawer, the most usable capacity and unique Perfect Ice™ technology, the Electrolux French door refrigerator makes everyday entertaining—from throwing birthday parties to impromptu wine tastings to after school snacks—a breeze.

“You can depend on Electrolux for the ultimate in fresh food and beverage storage,” said Frank Downing, Director of Product Design at Electrolux. “This new refrigerator is loaded with ingenious features that make it ideal for entertaining at a moment’s notice.”

The refrigerator’s unique Perfect Temp™ Drawer provides an array of choices to store or serve whatever you want at the ideal temperature. Offering the most preset selections at the touch of a button, whether chilling wine and beer for a party, keeping Brie and goat cheese at the ideal serving temperature, or making sure the juice boxes and snacks are ready to serve after school, the Perfect Temp™ Drawer has a setting that’s just right. Nine preset selections include White/Sparkling Wine, Cheese, Fish/Shellfish, Snacks, Chilled Beer, and Perfect Marinade, plus three “My Favorites” settings, which are customizable to suit individual needs.

The Electrolux French door refrigerator also boasts the largest capacity so there’s room for everything from party platters to sheet cakes. The Perfect Ice™ feature offers filtered, restaurant-quality ice in a new drink-friendly shape. Plus, you get twice as much ice as any other refrigerator ice maker (under normal conditions: 0°F freezer, 37°F fresh food)—up to 9 pounds in 24 hours—so there’s always plenty of ice on hand for an impromptu party. To help keep foods smelling and tasting fresh, the Pure-Advantage® Filtration System circulates filtered

air throughout both compartments ensuring refreshing filtered water and ice at your fingertips.

MORE SIGNATURE FEATURES:

- **Luxury Design™ Lighting:** Ramp-up designer LED lighting is as beautiful as it is functional, keeping contents clearly visible.
- **Luxury-Glide™ Crisper Drawers:** Full-extension drawers smoothly glide out and keep produce fresh with adjustable humidity controls and minimal temperature variation.
- **Luxury-Design™ Glass Shelves:** Removable, spill-proof all-glass shelves are crafted for exceptional beauty and effortless function.
- **Wave-Touch™ Controls:** One simple touch and the control panel activates. After a selection has been made, the options fade away, returning to an uncluttered display.
- **Luxury-Glide™ Freezer Drawers:** Full-extension drawers smoothly glide out, providing easy access to what’s inside.
- **Perfect Organizational System (Tri-level):** Three fully-extendable, removable Luxury Glide™ baskets with removable and adjustable dividers in the refrigerator, and two removable baskets in the freezer. Room to store everything so frozen pizzas and snacks can always be on hand for an impromptu gathering.

The French Door Refrigerator is the latest addition to the Electrolux line of stylishly-designed appliances, which boast a distinctive curved-front design, signature blue

LEDs electronic controls and first-in-class features such as one button you push to cook the perfect turkey and a new induction hybrid cooktop that makes cooking easier, faster and more efficient. The entire Electrolux appliance collection is available nationwide through select independent appliance dealers. **RO**



introducing...

the **NEW French Door Refrigerator** from **Electrolux**.



most usable capacity¹



perfect temp[™] drawer



perfect ice[™]



For more information go to
electroluxappliances.com or
call 1-877-4electrolux.

¹29 cu. ft. and under, exterior ice and water, within competitive set.

 **Electrolux**
Used in Europe for over 80 years.

Brizo® Products Personify the Latest Home Design Trends

KITCHEN AND BATH PRODUCTS DESIGNED FOR THE TREND SAVVY CONSUMER

BRIZO®

Brizo®, the fashion brand for the fashion forward, showcases the latest design trends throughout its distinctive collections of faucets and shower systems that make a statement in the home. Inspiration is drawn from numerous sources including nature, technology, wall coverings and runway designs. These varieties of influences are embodied in current home design trends and are exemplified in state-of-the-art kitchen and bath products from Brizo. “At Brizo, we grasp inspiration from abundant sources and translate these ideas into faucet designs -creating innovative, functional sculptures for the home,” says Judd Lord, director of industrial design, Brizo. “Infusing these trends into our products makes Brizo a true fashion label for the home and places it at the forefront of the faucet industry.”



FUTURISTIC TREND

The futuristic movement is inspired by recent developments in technology which are translated into modern and unique materials, lighting and sounds. These technological influences coupled with a simplistic, clean and uncluttered feel are seen in a number of Brizo products. The Brizo Pascal® Culinary Faucet with SmartTouch™ Technology utilizes modern styling while incorporating hands-free and touch activation technologies. The Brizo Belo™ (bell-oh) pull-down portrays confidence with its elegant form while featuring the latest developments in

technology. Belo offers a four-function pull-out wand featuring spray, stream, volume control and pause functions. It also features the Brizo MagneDock™ magnetic docking technology, which utilizes a powerful magnet to securely lock the wand into the faucet spout. Furthermore, the faucet features Delta Faucet Company's exclusive DIAMOND™ Seal Technology, an exclusive new water delivery system that eliminates contact with potential metal contaminants such as brass, copper or lead, keeping water as pure as it entered the faucet.



ABOUT BRIZO

Brizo®, the faucet brand for the fashion forward, meets the demand for aesthetics and performance with a collection of distinctively designed faucets and related products that create a fashion statement in the home. Providing the latest in inventive technologies, fashion-forward design and award winning performance, Brizo is a fashion label that believes form and function are one and beautifully the same. Rooted in the fashion and design communities, Brizo supports DIFFA (Design Industries Foundation Fighting AIDS), and is the primary sponsor of fashion designer Jason Wu. Named for a Greek goddess who appeared in the dreams of mariners, Brizo is available exclusively at Brizo Impressions Showrooms. Visit www.brizo.com or call 877-345-BRIZO (2749) for more information and to locate a Brizo Impressions Showroom. | *continued on page 30* |

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Kohler Takes Center Stage with New Kitchen Sinks

DESIGNED WITH INSIGHT FROM PROFESSIONAL CHEFS

Unprecedented form and functionality combine to create a must-have sink for any home chef's kitchen. Just as some of the world's greatest golfers have designed the most gracious and competitive courses, Kohler Co.'s renowned culinary team from Destination Kohler has helped to develop the inaugural Chef Inspired Collection of stainless steel kitchen sinks. The first of this collection, the Stages™ kitchen sinks, debut at the 2009 Kitchen/Bath Industry Show.

"The Chef Inspired Collection of kitchen sinks from Kohler brings together the ultimate in functionality, while maintaining the beauty of kitchen design," said Kathryn Sherman, business director for kitchen products at Kohler. "From prep to cooking to cleanup, the Stages kitchen sink has been designed with the home chef in mind, to ease the effort of almost any kitchen task." "This kitchen sink perfectly melds the industrial type functionality required by professional chefs, while paying close attention to the design needs of today's residential market," said Chef

Ulrich Koberstein, director of culinary services for the AAA Five Diamond American Club Resort in Kohler, Wis., which includes the award-winning Immigrant Room restaurant.

It was Koberstein's team of experienced chefs that collaborated with KOHLER designers to develop—from the ground up—this perfect hybrid of home and restaurant kitchen



THE BOLD LOOK
OF **KOHLER**®



sink, resulting in a must-have kitchen item for any home cooking enthusiast.

"The sinks were designed around the French culinary concept of 'mis en place,'" added Koberstein. "Meaning, everything has its place."

What positions this multi-task sink above so many others in the marketplace are the number of accessories included, along with the integral storage functionality that easily turns a busy cook's space into an uncluttered centerpiece of the kitchen. The breadth of accessories is sure to please anyone who loves to cook, entertain or simply wants added functionality with clean design.

There are a number of culinary tools included with the sink purchase, including a utensil tray, perfect for organizing ladles, knives and other accessories used during the cooking process or to soak utensils when cleaning. A dual-sided flip tray serves as both a cutting board and serving tray, and also included is a separate cutting tray to keep the kitchen area more sanitary. A wire rack protects the sink's basin, while providing a surface for cleaning and drying dishes. Ceramic bowls help the home chef stay organized, keeping ingredients, such as chopped food or vegetables, separate and at arms reach. They can also be elegant serving dishes for guests. All these accessories can be stored out-of-sight under the counter with an integral storage rack that attaches to the underside of the

sink. All accessories are completely mobile, yet work well in the kitchen sink space and immediate surrounding area.

The concept and ultimate design of the Stages kitchen sink parlays nicely into its functionality, as any serious home chef needs a durable, ample-sized work space. Constructed of fabricated stainless steel, the Stages sinks offer a deep single basin with a stepped, side platform that is handy during the prep, cooking and cleaning process.

The Stages sinks are available in two sizes, a standard 33-by-18-inch model, and the larger version that measures 45-by-18 inches. Both sinks have a basin depth of 9 inches. These sinks are equipped with KOHLER SilentShield™ technology, which reduces unwanted noise.

For more information on the Stages kitchen sinks, the warranty, or other KOHLER products, individuals may visit the Kohler Co. Web site at KOHLER.com or call toll-free at 1-800-4-KOHLER.

Price Pfister Introduces Never-Before-Seen Velvet Aged Bronze Finish

UNIQUE FINISH GIVES HOMEOWNERS BEAUTIFUL SHOWROOM STYLE AND QUALITY AT A VALUE



Price Pfister®, a leading manufacturer of kitchen and bath fixtures and accessories, today introduced Velvet Aged Bronze, an entirely new faucet and fixture finish never before seen in the industry. Making its debut on Treviso® WaterSense® certified bath faucets, and a full-suite of coordinating accessories, fixtures and lighting, Velvet Aged Bronze is a beautiful warm bronze base color with distinctive gradual color shading and elegant brush strokes. A low-gloss tinted clear coat helps achieve a high-end finish typically found only in showrooms.

“After years of research and direct customer feedback, we are immensely proud to introduce Velvet Aged Bronze as an exclusive, stunning, original finish for the home,” said Kevin Bean, senior product manager, Price Pfister. “Not only is the finish itself extraordinary, but to our knowledge there is no other manufacturer employing the gradient relieving techniques used to achieve it.”

UNPRECEDENTED TECHNIQUES, DIVINE STYLE

In 2007, Price Pfister began to notice truer bronze tones in parallel appliance and lighting industries. It was this simple observation that spawned the inspiration to create a completely new home plumbing finish – Velvet Aged Bronze. Unlike other manufacturers that paint finish onto fixtures, Price Pfister opted for a new and creative technique called gradient relieving. Through gradient relieving, designers act like sculptors as they pull exquisite warm tones out from under dark black nickel-covered faucets. The result is a perfectly shaded fixture that accentuates style cues and has a stunning response to light that is unrivaled by any other finish on the market today.

“Gradient relieving creates shades that, like a make-up artist, perfectly accentuate the features of our unique designs,” continued Bean. “Through this inventive process, Velvet Aged Bronze faucets and fixtures become true works of art, allowing consumers to create showroom styles at home.”



ENVIRONMENTAL SUSTAINABILITY

Price Pfister believes faucets should function as beautifully on the inside as they are on the outside. The Treviso faucet in Velvet Aged Bronze is just one of the many Price Pfister bath faucets that are U.S. Environmental Protection Agency (EPA) WaterSense certified to help families create sustainable homes and save money on utility bills.

The Price Pfister Treviso bath faucet in Velvet Aged Bronze is exclusively available at Lowe’s and can be combined with a roman tub faucet, tub/shower fixtures, coordinating bath accessories, and lighting products for a fully-integrated showroom style home bathroom. | *continued on page 32* |

For more information on Velvet Aged Bronze and the Treviso line of products, visit www.pricepfister.com/vab or www.lowes.com.

SWEEPSTAKES

Price Pfister is so excited about the launch of this new finish that they created an online sweepstakes. Between now and December 2009, homeowners can log on to www.pricepfister.com/vab/vabgiveaway to win an entire suite of Velvet Aged Bronze bath hardware including a bath faucet, roman tub faucet, bath accessories, and lighting fixtures with a total retail value of approximately \$700!

ABOUT PRICE PFISTER®

Price Pfister Inc., a Black & Decker company based in Lake Forest, Calif., has been a leading manufacturer of residential kitchen and bath fixtures for nearly 100 years. Price Pfister products are differentiated by excellent quality and backed by the Pforever Warranty®, which covers finish and function for the life of the product. For more information on the entire suite of Price Pfister products, call 1-800-Pfaucet (1-800-732-8238) or visit www.PricePfister.com.

Rheem Tankless Water Heaters Make a Splash at K/BIS

ENERGY STAR® CERTIFIED RHEEM TANKLESS WATER HEATERS NOW QUALIFY FOR FEDERAL TAX CREDIT



Rheem, a leader in innovative water heating and HVAC products, showcased a complete line of Energy Star® certified tankless water heaters that qualify for the new Federal tax credits at the Kitchen & Bath Industry Show in Atlanta. Rheem tankless water heaters are recognized for lowering utility bills, energy conservation, space-saving design, and ability to supply continuous hot water for multiple, simultaneous uses. Now Federal tax credits make owning a Rheem tankless water heater more affordable than ever.

“It is the perfect time to invest in a Rheem tankless water heater. On top of its ability to cut utility costs and ensuring that your family never has to wait for hot water, the available Federal tax credits mean that tankless water heaters are a smart choice for homeowners,” said Tim Shellenberger, vice president and general manager of the Rheem tankless business unit. “With the industry’s largest selection of water heating solutions, Rheem has energy-efficient products to satisfy the need and budget of every consumer.”

In February, a Federal Stimulus Plan was passed which includes Federal tax credits for energy-efficient home improvements. Virtually all Rheem tankless water heaters meet the .82 energy factor (EF) requirement and qualify for a tax credit of 30 percent of the installed cost, up to \$1,500. In addition to these initial savings, homeowners will see a sizeable reduction in their monthly energy bills as the average annual operating cost of a tankless water heater is roughly half that of traditional tank water heaters.

Unlike conventional tank water heaters, tankless water heaters deliver water on demand and feature a uniquely small stature. This means that instead of waiting for a full tank of water to heat up, water is heated instantaneously as it passes through a tankless water heater. By eliminating the need to continuously heat a tank of hot water, tankless water heaters are incredibly energy-efficient.

Homeowners who replace their existing water heater with a tankless water heater will be amazed at how much more space they have. For example, the attractively styled Rheem 66 Series Direct Vent tankless water heater is powerful enough to meet the hot water needs of a two- or three-bathroom residence, yet takes up no more space than a standard household medicine cabinet. Additionally, many Rheem tankless water heaters can be mounted on an exterior wall for even more free space in the home.

Having an incorrectly sized tankless water heater is the number one complaint of tankless water heater owners. Rheem combats this issue by offering a full product portfolio with a wide-array of sizes and venting options to ensure a perfect match for every home. Sizing and installation of Rheem tankless water heaters is as “easy as 1-2-3.” Models are rated for 1, 1-2, 2-3 or 3 bathroom homes, and larger

homes can easily connect multiple tankless water heaters to provide water to as many bathrooms as needed.

Rheem tankless water heaters are backed by an industry-leading national service and support network as well as competitive warranties. For more information on the complete collection of Rheem tankless water heaters visit www.rheem.com.

ABOUT RHEEM MANUFACTURING COMPANY

Rheem Manufacturing Company (www.rheem.com) is a privately held company with headquarters in Atlanta. In its 81st year of operation, the company manufactures a full-line of high-quality residential and commercial heating and cooling systems, tank and tankless water heaters, swimming pool heaters and commercial boilers throughout North America and world markets. The premium brands of Rheem Manufacturing Company include Raypak, Ruud and Rheem. Rheem Manufacturing Company is the official heating, cooling and water heating supplier to Richard Childress Racing and Kevin Harvick Inc. as well as the major associate sponsor of the No. 29 Sprint Cup® car driven by Kevin Harvick, 2007 Daytona 500 Champion. Rheem is also the primary sponsor of Kevin Harvick Inc.'s No. 33 car in Nationwide® Series.

Blanco Steelart® Introduces Arcon™

BLANCO ARCON redefines the timeless arc, offering a sophisticated execution that balances curves and seamless lines with uncompromised precision.

BLANCO, innovator of quality engineered stainless steel since 1925, introduces the new ARCON sink to its STEELART brand collection. The flowing arc is a timeless style that balances strong design lines with a soft, sophisticated touch. ARCON draws the eye with a magnetic attraction of opposites - a zero radius edge against a smooth, seamless curve. Pleasing to behold, ARCON offers designers the flexibility to echo, to integrate and to soothe within any décor.

"Throughout history, the arc emerges as a symbol of spirit, pride and of great technological accomplishment," states Tim Maicher, Director of Marketing for BLANCO. "ARCON is our newest addition to the STEELART portfolio, and it represents the superior craftsmanship and uncompromised quality that only BLANCO STEELART can deliver. It takes over 30 artisans to transform a single sheet of premium steel



into one seamless, polished ARCON sink."

ARCON is available in six designer-friendly models that includes a super single, 1-3/4 bowl and double bowl that will fit both custom and standard cabinet sizes. The retail price for an ARCON sink starts at \$1,275 to \$2,168.

ABOUT BLANCO

For three generations, BLANCO has quietly and passionately elevated the standards for luxury sinks, faucets and decorative accessories. Proud of its European heritage and award-winning German engineering, BLANCO is steadfastly committed to their tradition of high quality, innovative design and unsurpassed service since 1925. Today, BLANCO is the only supplier in the world to produce its own sinks from start to finish in three materials. Dedicated to quality without compromise, every sink is closely inspected many times before it receives the BLANCO name.

A remarkable history of firsts emphasizes BLANCO's zeal for innovation including the first stainless steel sink to achieve a 10mm radius—STEELART®, the first to market colored hard composite sinks—and BLANCO's pioneering MicroEdge™ technology with its virtual flushmount edge.

BLANCO has a long tradition of environmental stewardship and their production facilities operate to strict DIN EN ISO 14001 environmental performance standards.

BLANCO is the brand of choice in the luxury sink and faucet category for its unparalleled quality and an inspirational breadth of design possibilities. From the precision craftsmanship and artistic creativity of its STEELART brand to the stunning durability of its ground breaking SILGRANIT® collection, BLANCO has proven that the sink is far more than a mere functional element in the kitchen.

Since 1994, BLANCO has been a member of the Caux Round Table (CRT), an international network of principled business leaders and companies working to promote a moral capitalism.

For more information, visit www.blancoamerica.com. **RO**

Keeping History Alive

The Little White House

In just two months, Unico rescued the historic Harry S. Truman Little White House from dirty coils and deteriorating air vents, providing an HVAC system that will preserve the 120-year-old landmark. Frequented by Thomas Edison, Edward Hayden, Harry S. Truman, John F. Kennedy, Jimmy Carter and Bill Clinton, the home once served as the command headquarters of the U.S. Naval Station. Located in Key West, the Harry S. Truman Little White House is a state of Florida historic site in an 1890 frame dwelling of 9,000 square feet, surrounded by an acre of botanical gardens. Because more than 85 percent of the historic fabric within the house remains intact, it was extremely important to protect the structure, original furnishings and documentary collections when selecting an HVAC system.

"After extensive research, we selected The Unico System of St. Louis for its features and benefits," said Bob Wolz, executive director. "We are very pleased with the lasting results and happy we chose Unico over a conventional air conditioning system." This historic site has undergone multiple restoration attempts to keep the property updated and comfortable for visitors. Window units were installed in the 1960s and then a conventional air conditioning system in the 1990s, but neither system successfully removed the humidity and caused the coils to become dirty and inefficient. After Refri Air, a Unico certified contractor, installed The Unico System, there is now uniform temperature throughout the house to better preserve and protect the historic artifacts and furnishings.

Visitors to the Harry S. Truman Little White House will neither see nor hear the HVAC system unless they are searching for it. The house is split in five units with five air handling units and one UniChiller. (A UniChiller is a

completely self-contained outdoor chiller that uses chilled water instead of refrigerant.) The environmentally friendly system is more energy-efficient and also less intrusive. A traditional system would have required additional condensing units to achieve zoned cooling, whereas The Unico System allows individual chillers to work in a single area without the entire system running at full capacity. Customizable in both shape and finish, Unico installed circular and flat outlets in the floors and ceilings, blending into the existing architecture. Due to sound dampening supply tubes, The Unico System also is one of the most quiet air delivery solutions in the world. "The Unico



System was the perfect solution for this building's problem because it immediately starts removing humidity and circulating clean air flow while being hardly seen or heard," said Eduardo Oyarce, sales manager. "We are pleased we were able to help maintain the value of such a prestigious place in history."

The new Unico System gives peace of mind to historians and visitors alike, who can be assured that the home, which has stood for 120 years, will remain a place to enjoy historical ambience and objects in a cool comfortable setting.

Marcone Supply's Cooling & Heating Division provided all of the parts to the contractor for this project. They became an

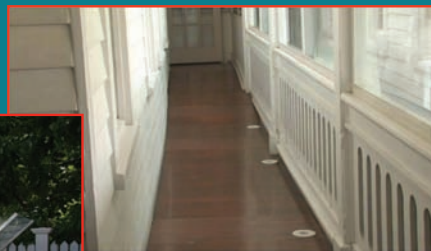
exclusive vendor for Unico Products in early 2008. Ernie Gomez, Marcone's HVAC National Sales Manager says he wanted to work with Unico because he saw "an opportunity

to sell a product that stands out from everyone else's conventional offering". Unico is a Green product; the previously mentioned UniChiller uses water from the house instead of refrigerant. Also, there are numerous applications for the product, which makes it unique. Unico is designed for applications where there is no

crawl space in attics or where you are limited in space.

Marcone has completed more than a dozen projects with Unico since 2008 and have many lined up for the future, including projects in Latin America.

If you are interested in the Unico System, please contact Marcone Cooling & Heating @ 800.540.1654 or email cooling&heating@marcone.com.



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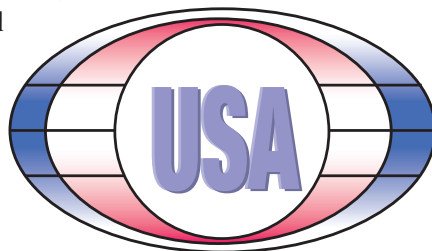
For all your HVAC needs contact Marcone
Cooling & Heating @ 800.540.1654 or email
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Marketing Your Business for Success

I am amazed at how lackadaisical many appliance service business owners are to their overall marketing strategy. Marketing your business is one of the most important things you can do to enhance your company's market share. Makes sense, right? For most independent service companies their core advertising program tends to be either the Yellow Pages or some type of a direct-mail program. Certainly reputation plays a critical role in your company's growth and overall success, but to really experience long-term success, it requires that you attract as many people as you possibly can to use your services.

Many years ago, William Joseph Lynott, a giant in our industry said something I have never forgotten. "Everything you do has an effect on your business, either positively or negatively." Our time, energy and resources should be devoted to ensuring that virtually all aspects of our business are thought through, defined, carefully implemented, refined, and reviewed regularly. Since then I have enlarged that scope and have tried to look at each part of my business as if that was the only point of introduction a potential customer may have with my company.



LOGO – The most visible marketing instrument that will be seen by more people than anything else. If you don't have a logo, get one. Have one designed for you by a professional or find an image on the web, just be sure to get several other people's opinion about the intended effect of the logo. Logo's matter! A lot!

SLOGANS – Carry a message to your potential customer. Slogans do not need to be cute or catchy or witty. They can simply describe some aspect of your business philosophy or service delivery system (such as "We get the job done right" or "Repairs when you need them," etc.). Don't get fooled into thinking that more information is better than less information, sometimes less IS more.

TRUCK IMAGE – The marketing tool that hundreds of thousands and often millions of eyes will see over the course of a year. Think about the various fleet designs you have seen over the years and make a list of the things that struck you the most about them. Naturally the color, lettering and artwork on the vehicle can have the initial impact of setting you apart from everyone else. The new

shrink wraps that companies are starting to use are very sharp looking. A high quality design with the wraps or the traditional sticker/paint application can cost \$1,500 to \$3,000 and worth every penny. Don't let the initial price tag chase you away from this investment. Don't pass on this tremendous opportunity to impress so many eyes! Vehicle signage should be a very important part of any overall marketing plan.

UNIFORMS – Most companies have begun issuing uniforms to their staff. Since we are entering into people's homes, some thought should be given as to the professional impact on our customer from the clothes we choose. I think a trendier, neater type of uniform should be selected to clothe your staff. For pants, blue and black tend to present better than grey. Shirts with colors always trump those without. Short or long sleeves should be left up to the individual wearing the shirt. Using embroidered logos and names is better looking than patches sewn onto the shirts (this also applies to all apparel your company supplies). The uniform is a big part of our outward effort to impress our customer. A great source offering a wide variety of uniforms is Wear Guard at www.wearguard.com

HATS – If people on your staff wear hats, they should be designed, selected and issued to everyone. Don't let a great uniform be ruined by someone wearing a hat representing anyone but your company. Not only does it pose a potential fashion conflict but you miss out on creating a powerful professional image in front of your customers, both current and potential! The only exception to the hat rule is if your local team is in season. It can be a great community builder to support the efforts of your home town or local teams by allowing your staff to wear the hats of these teams. But there should be a beginning and an ending date for these exceptions.

I suspect many of you think I am nitpicking, but impressions matter and we need to make every effort to speak professionalism every chance we can and to maximize the effectiveness of our hardworking advertising dollars. **RO**

Dean Landers is the President of Service USA

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APDA

Appliance Parts Distributors Association Announces New Officers, Directors and Initiatives

Members, trade partners and guests of the Appliance Parts Distributors Association (ADPA) gathered at the Atlantis Paradise Island in the Bahamas to attend the 2009 Spring Meeting. The APDA Spring and Fall meetings are a venue for manufacturers to meet with APDA members as a group and individually to review programs, exchange information and build relationships.

During the meeting, new board officers and directors were elected. Kirk Coburn, Coast Appliance Parts in South El Monte, California was elected President and Bruce Swane, Appliance Parts Company in Tempe, Arizona was elected Vice President. Ron Clifton, Tribles, Inc. serves as Treasurer. Newly elected board members are Rick Essex, AP Wagner, Inc., and Kevin Sullivan, 1st Source Servall. Talmadge Sigmon, D & L Parts was re-elected to the board. Other Board members include Phil Oraziotti, Reliable Parts Ltd., Susan Renegar, Cashwell Appliance Parts, Inc., Preston Triple, Tribles, Inc. and past Presidents Fred Lambert, Appliance Parts Co. of Louisiana and Jeff Flinn, Automatic Appliance Parts Corporation.

Trade partners attending included Airwell-Fedders Corporation, Alliance Laundry Systems, ARI Network Services, Computer Pundits Corporation, Electrolux Home Products, General Electric Consumer & Industrial, Whirlpool Canada and the Whirlpool Corporation.

“The current economic climate highlights the importance of the APDA to their members and trade

partners as an important link in the distribution channel,” says Kirk Coburn, APDA board President. “The APDA is energized and focused on new initiatives including increased industry awareness and marketing of the APDA.” Also during the meetings, the Association honored APDA past President, Fred Lambert. “We greatly appreciated Fred’s leadership during his two years as President”, said Coburn. “Fred united the membership and strengthened relationships with trade partners. Under Fred’s leadership, the association launched the APDA newsletter, *The Agitator*.”

The APDA’s Fall 2009 meeting will be held October 3-6 at the Ginn Hammock Beach Resort in Palm Coast, FL.

ABOUT THE APDA

Founded in 1935, the Appliance Parts Distributors (APDA) is a professional association of independent businesses that aspires to provide the highest level of support and information to its members which makes its value indispensable to the parts distribution channel. APDA provides a forum for industry communications and the sharing of common interests, goals and standards. APDA provides education and information to promote professional management, knowledge, competency and integrity of its members firms. APDA provides the opportunity to enhance relationships within the industry. Appliance Parts Distributors Association 3621 N. Oakley Avenue Chicago, IL 60618 For more information visit www.apda.com or call 773/528-2199. Fax: 773/528-7572. **RO**



CEA Announces Prizes and Judges For i-Stage Competition at CEA Industry Forum

INNOVATION EXPERT AND LEADER, SIR KEN ROBINSON, TO DELIVER KEYNOTE ADDRESS AT THE CEA INDUSTRY FORUM

The Consumer Electronics Association (CEA)[®] named three noted technology experts as judges at the 2009 i-stage competition, a live event featuring the most innovative consumer technology products coming to market. The 2009 i-stage is scheduled for Monday, October 19, during the CEA Industry Forum at the Arizona Grand Resort in Phoenix, Arizona.

“CEA’s i-stage provides a phenomenal opportunity to experience the latest technology innovations that will challenge the status quo and impact the way consumers live and work,” said Karen Chupka, senior vice president, events and conferences, CEA. “This live event will be entertaining and informative, providing a unique opportunity to witness the next generation of innovations that will soon be on store shelves. The products named ‘best of the best’ by our i-stage judges will shape the future of technology.”

The i-stage finalists will have their products reviewed and judged by technology gurus Natali Del Conte, host of *Loaded* on CNET TV and correspondent, CBS *Early Show*; Blake Krikorian, co-founder of Sling Media and Jeff Pulver, founder of *pulver.com* and co-founder of *Vonage*. The following prizes will be awarded:

1ST PLACE – \$40,000 dollars, a turn-key exhibit at the 2010 International CES[®], the world’s largest consumer technology tradeshow, and the option of a product display

at CES Unveiled in New York or Las Vegas.

2ND PLACE – \$7,500 and the option of a product display at CES Unveiled in New York or Las Vegas.

FAN FAVORITE – As chosen by the audience, will receive \$2,500 and the option of a product display at CES Unveiled in New York or Las Vegas.



Also on October 19, during the CEA Industry Forum, there will be a luncheon keynote address from Sir Ken Robinson, PhD. Robinson is an internationally recognized leader in the development of creativity, innovation and human resources. He works with governments in Europe, Asia and the U.S., with international agencies, Fortune 500 companies and some of the world’s leading cultural organizations. Robinson was the central figure in developing a strategy for creative and economic development as part of the Peace Process in Northern Ireland. In 2003, he received a knighthood from Queen Elizabeth II for his services to the arts. In 2005, he was named as one of Time/Fortune/CNN’s ‘Principal Voices.’ His new book, currently a New York Times Best Seller, *The Element: How Finding Your*

Passion Changes Everything, is being translated into eight different languages.

Registration for CEA’s Industry Forum will open on June 24, and the call for i-stage entries is now live and free of charge. For more information, visit www.CE.org. **RO**

International CES is World's Largest Consumer Technology Tradeshow

INDEPENDENT AUDIT CONFIRMS EXECUTIVE ATTENDANCE AT THE 2009 INTERNATIONAL CES

The International CES® released an independent audit that verifies CES' status as the world's largest consumer technology tradeshow and North America's largest tradeshow of any kind. The audit, performed by VERIS Consulting LLC, confirmed that the 2009 International CES drew 113,085 industry professionals during the tradeshow's four-day run in Las Vegas, Nev., January 8-11. The audit confirms and exceeds the on-site released estimate of 110,000.

VERIS is certified by the Exhibition and Event Industry Audit Commission to perform audits. The VERIS audit differentiates the International CES from other industry tradeshows in that each CES attendee is only counted once, and only sold exhibit space is used to calculate show size, versus other events that include complimentary and bartered space and show usage space such as registration areas.

"This audit report confirms that the 2009 International CES succeeded, despite an economic downturn, in attracting top executives, retail buyers, content providers, entertainment executives, venture capitalists, engineers, government officials and media from around the globe," said Gary Shapiro, President and CEO, Consumer Electronics Association (CEA®), producer of CES. "Our CES exhibitors commend us on attracting top-level decision makers, which allowed them to start the year off right by doing a considerable amount of business with global partners."

2,700 worldwide companies, including 300 new exhibitors, unveiled an estimated 20,000 new technology products across 1.7 million net square feet of exhibit space on the CES show floor. More, 140 countries were represented by 22,000 international attendees. The largest contingents of attendees from outside the United States came from the following countries: Canada, Japan, Korea, Mexico, United Kingdom, China, France, Taiwan, Germany, Hong Kong, Australia, Israel and Sweden.

Major name companies in the audio, accessories, broadcasting, cable, content, digital imaging, electronic gaming, emerging technology, home networking, home theater, mobile electronics, video and wireless industries continue to use CES as the catalyst for new technologies. More than 4,500 attendees represented companies with more than \$500 million in total annual sales.

A leading number of senior level executives and final decision makers conduct business at CES. According to the

VERIS audit, 46 percent of all attendees were senior level executives, director level and above, on par with last year, and more than 20 percent of attendees were presidents, CEOs or business owners. More than one third of attendees are final decision makers when it comes to new product purchases and partnerships.

The audit also confirms that CES attracts business leaders from diverse areas including entertainment, retail, education, engineering and venture capital industries. This year, more than 12,000 buyers, 6,000 manufacturers and 2,800 engineers came to CES along with more than 6,000 attendees from the software development/publishing, content development and entertainment industries.

The International CES also brings together a large concentration of top government officials. Policymakers from the United States Congress, Department of Commerce, Department of State, Federal Communications Commission (FCC), Office of the U.S. Trade Representative, Department of Energy, Environmental Protection Agency (EPA) and the United States International Trade Commission (USITC) were all on hand.

Each year, influential media and analysts attend the show to report on the latest products and trends in the consumer technology realm. The 2009 CES drew more than 4,500 media and 1,500 financial and market analysts.

This CES audit provides verification of exhibition records, including direct on-site observation, examination of registration systems and testing of attendee records. Post-show analysis includes direct confirmation sampling, reconciliation of attendance lists, elimination of duplicate names and verification of demographic data with the source of documentation.

Final audit numbers can differ from estimates given on-site due to additional badge pick-ups and badge reader reports. This audit complies with the industry standards for audits adopted by the International Association of Exhibition Management in August 2004. In addition, CEA is a member of the Exhibition and Events Industry Audit Council, which is responsible for determining standard guidelines for conducting trade show audits.

The 2010 International CES is scheduled for January 7-10 in Las Vegas, Nevada. **RO**

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Drop-Ship Services



Warren Chaiken
President

distribution on a personal level



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Stay Fresh PureAir™ Odor Filter

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Beautiful and Functional

Elite Stainless Steel Chimney Hood
Model # Broan 503004



New 600Hz X1 Series Plasma

50" 720p Plasma HDTV
Model # Panasonic TC-P50X1



New, Powerful

1200W Wireless Ready Home Theater System
Model # Samsung HT-TZ522T/XAA



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Big Results from Little Mail

I recently was in a meeting with Aaron and Jack Sweat from Advertising Made Easy, a direct marketing firm in Dublin, OH. They told me about some campaigns they were running for a client. Using the same exact message and offer, they ran the promotion once as a letter and again as an over-sized postcard. The results from the postcard mailing were far better than the envelopes.

Because of its color, shape, size and feel, a postcard actually jumps out of a pile of mail. Instead of going directly into the round file unopened, consumers can't help but at least glance at the offer. Customers see your message and your call to action without having to bother opening an envelope.

Postcard mailing can be especially cost-effective when sent to a targeted audience rather than mass-mailed. You can mail postcards to previous customers about a private sale event or to promote a new product. You can mail information about audio products to customers who just purchased a flat screen. Target customers who purchased appliances from you five to seven years ago with an Energy Star offer. Companies like Nielson's Claritas work with retailers to define the areas where customers are most likely to buy specific kinds of products.

Home furnishings company Bed Bath and Beyond has built their entire business on their oversized blue postcards offering 20% off one item. Savvy buyers have learned that they never expire and that you can use one for each item you buy. My friends and I save them and trade them around.

PERSONALIZE YOUR MAILING

"Occupant" doesn't live at my address, but Elly does. Most mailing houses or direct marketing firms can help you personalize not only the label, but the selling message itself. You see it all the time. "Elly, we've got a great special for you this week."

EFFECTIVE POSTCARD CAMPAIGNS HAVE UNBEATABLE OFFERS

Be creative. Think grocery store. Buy one get one free. Buy a washer get \$100 off on a dryer. Buy a sofa and get a loveseat. Offer a free gift with purchase.

Try "bring in this postcard to enter a drawing for a" with no purchase necessary, you can get customers in the store and use the opportunity to capture their email addresses for future e-marketing.

Show pictures of several items with a "choose your discount" offer. Some may choose free financing while others will choose delivery rebates.

Show a hot low price on a complete stainless kitchen or show rebates of \$100 for two appliances, \$200 for three and \$400 for four.

PRINT LARGER SIZES

Oversized postcards (4x6 or 5x7) are more expensive to print and mail but you have more room for your message and they'll attract more attention. You can use the front for a screaming hot offer and use the back for the details, store locations, promotion dates, and the brands you stock. Postcards as large as 8x5 or even 11x6 still qualify for bulk rate postage.

PROFESSIONALIZE YOUR DESIGN

All your marketing promotes your image. Use a good graphic designer to help you pick out words, slogans and images that will drive home your message and motivate your target customers. Use bright colors and bold, easy-to-read type fonts. Consider using white type in a bright red burst or black type over a yellow one.

DO IT AGAIN AND AGAIN

Like all advertising, you may not get the exact results you hope from your first mailing. Try small mailings with different offers, different looks and see what works best. Track results to see what offers work the best, which zip codes deliver the most customers, and when mailings are most effective.

The key to any advertising is consistency. I'm sure I didn't think much about it when I got my first blue Bed, Bath and Beyond postcard, but when I see them now, I know to save them for my next purchase there. I also know that when I consider purchasing the items they sell, I think blue first.

It's always risky to try new marketing ideas. Failures can be expensive. In the long run, though, it can cost way more to keep doing what you've always been doing if you're not bringing customers to your door. For my money, I'd rather gamble on something new. **RO**

*Elly Valas is an author, retail consultant and speaker. She is the co-author of *Guerrilla Retailing*. She can be contacted at elly@ellyvalas.com or visit her website www.ellyvalas.com.*





This trendy Café just got hotter.

To all of you who have demonstrated your great taste by supporting GE Café™ appliances, we want to say thank you. Your belief in our products has helped make the newest line of GE® appliances a huge success. And now you can offer your customers even more options to create a unique dining experience. We're expanding our lineup to include a new electric range — complete with the same restaurant-inspired styling that has made GE Café appliances so appealing. That means it's easier than ever to transform your customers' kitchens into a favorite place for favorite meals.

For more information on GE Café™ appliances, please contact:

Northeast: Pete Furfaro at 508.698.7790

Southeast: Steve Campbell at 727.939.8191

North Central: Steve Stremke at 630.771.0341

South Central: Marc Ingram at 972.770.3313

Northwest: John Boyd at 425.226.7194

Southwest: Craig Cracchiolo at 480.367.2911

Mid-East: Jeff Cooksey at 513-530-7020

The newest addition to our menu



GE Café™
free-standing
electric range



Bulletproof Your Job

Many employees go to work each day wondering how long they might have their jobs. The fear of joining the ranks of the unemployed is a very real one. Bankruptcies and layoffs are in the news almost daily, giving testimony to the weakening of the economy and the increasing numbers of the unemployed.

While the economy worldwide is making it necessary for many companies to reduce their employee rosters, there are steps you can take to help ensure that you do not fall victim to corporate downsizing. In fact, it is critical that you do whatever you can to bulletproof your job.

I recommend that you take the following five steps to make yourself so indispensable that your company wouldn't dream of letting you go:

1. Ask to take on more responsibility.

Willingly taking on more responsibility sends a message that you are committed to your job and your organization and that you are a team player. Offer to help with whatever needs to be done—and do it on time and with a smile. When you over-fill your position, you will earn the respect of your coworkers and your boss.

2. Manage your time well and focus on taking care of the customer.

Get to work early and stay late. Do whatever is necessary to get the job done and done right. Identify problems and seek solutions. Make small decisions promptly. Don't procrastinate. Organize and execute around priorities. Do the most important, or most difficult, tasks first. Group related activities and do them at the same time. Go out of your way to provide exceptional service to your organization's customers. The customers will thank you—and your superiors will notice you.

3. Learn everything you can about your industry, your customers, and your organization's products and services.

It's important to know how to handle the technical aspects of your job, but people skills are equally important. Take advantage of any training and tuition reimbursement your organization offers. Look for training outside the company, as well. Even if you have to pay for it yourself, it's a great investment in yourself and your future. Read books on customer service, and read at least one book a month on self-improvement. When you are

knowledgeable, you will be noticed. And, when you are noticed, your job not only will be secure, the probability of a promotion will increase dramatically.

4. Be positive.

No one—not your customers, your co-workers, or your managers—want to associate with someone who is always negative or complaining. On the other hand, a can-do attitude and a smile go a long way toward building solid relationships and earning the respect of others. Don't associate with negative people, on or off the job. Their attitudes will eventually rub off on you and drag you down.

5. See yourself as you want to be tomorrow, not as you are today.

Develop a written game plan for your future. Believe in yourself and be confident in your abilities. Spend one hour a day on your own time building yourself up. Learn to become better at customer service, better at sales, better at whatever the job entails. Develop a healthy self-image. Remember that the way you see yourself determines the way others see you.

When the economy is bad, under-performers are the first to be let go. Make yourself so valuable to the company that you outshine those around you with your knowledge, dedication, enthusiasm, and commitment. Do that and you will bulletproof your job. **RO**



John Tschohl is an international service strategist and speaker. Described by Time and Entrepreneur magazines as a customer service guru, he has written several books on customer service, including Loyal for Life, e-Service, The Customer is Boss, Achieving Excellence Through Customer Service, and Ca\$hing In: Make More Money, Get a Promotion, Love Your Job. His bimonthly strategic newsletter is available online at no charge, www.customer-service.com. You can also contact him via email, John@servicequality.com or call 800-548-0538.



SQI SEPTEMBER 18-20 2009

WORLDWIDE

CONFERENCE

If coming just for the **WORLDWIDE CONFERENCE** spend an extra couple of days in the **Twin Cities**. We will use the Park Plaza hotel for the 3 day **WORLDWIDE CONFERENCE**. Room rates are \$95 night which includes breakfast. You can share a room for the same price. www.parkplaza.com/bloomingtonmn
Phone 800-814-7000 or 952-831-3131
Email pk_PKBl@parkplaza.com
Put SQI in Subject.

The objective is to allow people from every corner of the world can attend and meet clients, licensees, distributors, consultants and representatives and learn how to make large sales, sell service culture plans and how to significantly increase your income. The opportunity to network and learn from people from every corner of the world will help you build your business.

We are inviting top clients and channel partners from around the world to share their experiences from using our service culture plans and products. We will learn a lot from customers and top performing channel partners.

THE WORLDWIDE CONFERENCE will follow a 2 day new Channel Partner training seminar on September 11-12 and our 4 day Customer Service Certification Seminar September 14-17.

THE CONFERENCE DATE IS SEPTEMBER 18-20, FRIDAY-SUNDAY IN MINNEAPOLIS, MINNESOTA.

SQI will cover the seminar expense, but you are responsible for your airfare and hotel expenses. Minnesota in September is a beautiful month.

Minnesota in September will be a spectator place to be. The largest shopping mall in the US, Mall of America www.mallofamerica.com will take 1-2 days to cover. Everything is less expensive and better value in Minnesota than almost any place in the world. Electronics and clothes. Bring your spouse. We have over 10,000 lakes.

- On Friday night we will have a boat cruise with dinner and cocktails on Lake Minnetonka where you will see thousands of million dollar homes.
- On Saturday night we will announce our **Client of the Year** at our annual awards banquet. On Sunday night we will have dinner and drinks at **John Tschohl's home** in Bloomington. The agenda for the 3 days is being put together with top speakers from **China, Nigeria, El Salvador, Tanzania, Lebanon, Botswana** and even the **US**.

● We will release Remember Me, our new program, at the conference and give each organization attending a **FREE** set of the facilitator kit with leader guide and 2 DVD's plus 5 participant kits to all channel partners and each retail customer that has purchased over **\$10,000** on **SQI** products and services The Retail Value will exceed **\$1,000**.

● I would like your feedback so the conference can have high impact results. We have had a fair amount of feedback over the last week.

● If you need a Visa you **MUST** apply soon. US Embassies are very slow.

● Our goal is to provide a Global Conference that will help you better create a service culture, network with other service leaders and meet our channel partners from across the world?

The registration is free to ALL Channel Partners and all Retail Customers and their staff who have spent over \$10,000 with SQI. All others the fee is \$300 per person.



**JOHN TSCHOHL PRESIDENT
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BUILD

What's in a Name?

What is the most difficult part developing a new product, creating a new service, or starting a new company? Is it writing the business plan? Projecting sales? Identifying your target markets? Differentiating your business from the competition?

No. The hardest part is coming up with a cool name. Of course, I'm being a little facetious, but the task of naming a company, product or service can be one of the most daunting marketing decisions you'll make. You want the name to be memorable—not offensive, simple—but not boring and you want it to reflect your brand.

When you look at the strange product names out there, it's got to make you wonder... So many names out there don't make any sense. They are either difficult to spell or pronounce, but somehow they work.

So what can you do to ensure that your next name is the right one? There really are no hard-and-fast rules. What works for one company or brand might be totally wrong for yours. With that in mind, here are some things to consider:

KEEP IT SIMPLE

Typically, simple names are best. They are easy to remember and spell, and roll off the tongue. This is especially important when it comes to Internet searches. If the name of your product or service is distinctive, it might be the one thing that sticks in a consumer's mind when they fire up Google to look for you.

Of course, there is such a thing as too simple. If the word you choose is too common and used by other companies in other industries, it may cause confusion.

You should also avoid the temptation to give every unique feature of a product or service a "sub-name." Drowning your customers in slick-sounding names can make it sound like you're hiding some deficiencies, and may cause more harm than good. Sometimes the simplest name of all is the best way to go.

DON'T OVERTHINK IT

The naming process can often cause what's known as "analysis paralysis." Coming up with a list of names, getting input from everyone in the organization, running focus groups, weighing pros and cons about how consumers might construe a name, can waste a lot of time and money. As a result, only the most vanilla, uninspired names stay on the list. Can you imagine what a focus group might have done with the name of the Volkswagen Golf? The car has nothing to do with golf, it's not made for

golfers, and doesn't make any sense, but it's a great name.

This is not to say that some consideration shouldn't be given to your naming choices. Certainly you want to throw out any choices that might be inadvertently offensive or inviting to ridicule. But if you find yourself spending hours weighing the "deeper meaning" of a name, it might be time to stop and go with your gut.

DON'T CHANGE IT

When new ownership takes over a retail store, restaurant, or other company, they are often tempted to change the name. Changing the name of a well-respected store might satisfy a new owner's ego, but it might also harm his marketing. Brand equity is a very valuable thing. It is difficult and expensive to acquire. So if you have it, why would you throw it all away?

Even if the nature of your business changes, it might be better to keep the old name. A great example of this is Radio Shack. A name comprised of two words that are inherently old-fashioned or negative. No one buys radios anymore, and the word "shack" isn't exactly positive, yet everyone knows what that store is and what you can buy there. If they were to change it, they would face an uphill battle in regaining that kind of recognition.

Sometimes there may be some very good reasons to change a name—if there are a lot of negatives associated with it, for example. But think twice before you make that decision.

MAKE IT YOURS

The real beauty of a name is not in the word itself, but in how it is brought to life through the brand marketing. Of the rules I've listed, this is the only one for which there is no exception. If you put smart, strategic marketing behind your name, and if you consistently deliver on your brand promises, the name will mean something to your customers. It will take on a life of its own and will become a source of power for your brand. **RO**

Christopher Thiede owns BUILD Communications, a branding and PR firm. Read Christopher's blog at www.ideas2cheer.com.



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The 10 C's—A Winning Combination (Part 2)

Recently there was an article in a design publication that outlined the many changes that are occurring at Best Buy. In the article they outlined reorganization plans that were taking place to stock holders. Part of the plan will lead to job cuts as well as lower pay for many store employees. It also included the consolidation of supervisory roles. Details of the reorganization have not been made public. However, back in February the company did say it was planning job cuts at its corporate headquarters. Also at that time they said they were retooling the store model so as to provide a more intuitive and customer focused shopping experience.

So here is a major player making major cuts, but also realizing just how important the shopping environment is as part of their overall strategic plan. They are looking toward their business in the future and asking themselves what type of customers could their company serve? What type of products and services could their company offer to its customers? What types of new technology would have to be employed in order to serve the above customer better?

Let's take a closer look at the 10 C's. They are: Corporate Identity, Continuity, Cleanliness, Customer Service, Convenience, Color Balance, Change of Pace, Comfortable, and Communication. So, from where we left off...

6. Convenience: Providing customers with accurate descriptions of products is a convenience. On a busy sales floor it is important to customers that they can easily locate products and read the features. Have your items clearly priced. It is important that you have a uniform signage package in place.

7. Color Balance: Insure that all of the colors in your store work together. Laminate color on your fixtures should work with surrounding décor elements. Your carpet and tile should work well with the paint colors. Never use bright accent colors as the primary color – use them in moderation and as part of a focal point within the space. Color plays a more important role in your space than most realize. Used properly color can sooth the senses or stimulate them.



8. Comfortable: An overall shopping environment is created through the first eight C's. When you have a comfortable environment you are inviting your customers to spend more time in the space. When they spend more time in your store, you will close more sales.

9. Communication: Customer communication is very important to any successful retail operation. Know what your customers are looking for. Take the time to listen to not only your customers but also your sales people. Good communication between your front line personnel and the customer is key to your success.

10. Change of Pace: Every major retailer in the country makes frequent changes to their sales floor and product displays. It is important that you keep pace with the demands of the consumer as products and lifestyles change. Do not remain complacent when it comes to product presentation. Change your displays frequently. It is important to keep interest with your customers.

Following the 10 C's will improve the climate of your business and increase your sales. When you set out to renovate your store consider all of the factors above and in the month prior and remember, product presentation and a well planned out store design are critical elements when establishing a successful retail operation. However, each component is a piece of a bigger picture and most importantly, cannot stand alone. A store that has been renovated as part of a well thought out strategic plan, will create a positive net cash flow for years to come. **RO**

With over fifteen years of experience in store planning and design. Mark Schaffeld has been providing quality design to the appliance, electronics and furniture industry. Mark has not only helped dealers within the fifty contiguous states but has also worked with retailers in Honduras and Guatemala. Mark and his company the retail strata G group can be reached at: 812-537-9091, Mark@retail-strata-g.com or visit his web site at www.retail-strata-g.com.



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2009 NAHB National Green Building Conference Attendance Exceeds Expectations

More than 1,200 builders, remodelers, designers and other industry professionals attended the National Association of Home Builders' National Green Building Conference in Dallas - the second-largest attendance yet and another sign that the industry is preparing to get back to work after the deepest recession in decades.

"The surprisingly strong attendance figures are a very encouraging sign that builders see the bottom of the downturn, and a clear indication that our industry will be greener than ever as it comes back to thrive," said NAHB Chairman Joe Robson, a builder and developer in Tulsa, Oklahoma.

Held May 8-10, the 11th annual conference included more than 30 educational seminars, including keynote presentations that featured luminaries like financier T. Boone Pickens, green business expert Joel Makower and architect Michelle Kaufmann. The exhibition included product displays from 95 manufacturers and service providers.

Top attractions of the conference included the annual Tour of Green Homes; the NAHB National Green Building Awards honoring the best in green home design and advocacy; and a reception to celebrate recent Certified Green Professional (CGP) designees, which now number more than 3,000. All three special events were sold out, attracting record attendance.

Among the most popular sessions this year: "From the Basement to the Attic: A Deep Energy Retrofit," presented by green building science expert Peter Yost; "Valuing Green Homes," a session designed to help real estate brokers better recognize sustainable design features; and "The High-Performance Energy Remodel," focusing on ways to improve the energy efficiency of existing homes.

Designer Randy Lanou of Studio B Architecture and Build Sense, an architecture and general contracting company in Durham, N.C., noted the appeal of the conference to mainstream professionals. The conference no longer attracts only the "hard-core green builder," Lanou said. The networking, education and exhibit opportunities cast a wider net this year. "They're all coming into the fold."

Frank Sillik, owner of Speed Rod LLC, a Tucson,

Arizona based company that makes equipment to support the installation of batt insulation, said his booth's visitors ran the gamut from corporate builders to small, family-owned companies. "They were looking for products that they can put to use right away. They're looking for good solutions, so they can get to work," Sillik said.

CONFERENCE OVERVIEW

The National Green Building Conference is an excellent source to get contacts, tools and ideas that are good for both the environment and the bottom line. The NAHB National Green Building Conference is the only national conference targeted to green building for the mainstream residential building industry. Network with designers and suppliers, attend exceptional education sessions and develop the skills you need for profitable green building.

The 12th annual NAHB National Green Building Conference will take place May 16-18, 2010 at the Raleigh, N.C., Convention Center.

WHO SHOULD ATTEND

- Single family builders
- Multifamily builders
- Remodelers
- Developers
- Land planners
- Architects and designers
- Energy raters, home inspectors, utilities staff
- Product manufacturers and suppliers

ABOUT NAHB

The National Association of Home Builders is a Washington, D.C.-based trade association representing more than 200,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as "the voice of the housing industry," NAHB is affiliated with more than 800 state and local home builders associations around the country. NAHB's builder members will construct about 80 percent of the new housing units for 2009. **RO**

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COMING EVENTS

CALENDAR 2009

JULY-2009

- 15.....NKBA-CCV Chapter Meeting: Lighting with Michael De Luca—
Glow Illuminating Designs, San Luis Obispo, CA
- 16.....NKBA Advanced Appliance Course—
Dacor Corporate Design & Culinary Center, Los Angeles, CA
-

AUGUST-2009

- 5.....Almo Expo—Radisson Riverfront, Covington, KY
- 10-11.....Almo Expo—Turning Stone Resort, Verona, New York
- 13.....Almo Expo—Sheraton Bloomington Hotel, Bloomington, MN
- 16-19.....Nationwide Primetime—Walt Disney World Dolphin, Orlando, FL
- 30-Sept.3....Brand Source Convention—Paris Hotel, Las Vegas, NV
-

SEPTEMBER-2009

- 1-4.....Mega Group USA/Best Brands Plus Convention—San Antonio, TX
- 10.....NKBA Advanced Appliance Course—Dacor Design & Culinary Center, Chicago, IL
- 14-15.....Almo Expo—St. Charles Convention Center, St. Charles, MO
- 14-17.....Las Vegas World Market Fall—Las Vegas, NV
- 18-20.....SQI Worldwide Conference—Park Plaza Hotel, Bloomington, MN
-

OCTOBER-2009

- 1.....NKBA Advanced Appliance Course—Miele Design Center at LUWA Distributing, Seattle, WA
- 17-20.....High Point Furniture Market—High Point, NC
- 18-21.....2009 CEA Industry Forum—Phoenix, AZ
- 28-30.....Remodeling Show 2009—Indiana Convention Center, Indianapolis, IN

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NOTE: Attention Buying Groups, NKBA and NARI Chapters, Distributors and Manufacturers: Please submit your meeting schedules to info@retailobserver.com ASAP so they may be included in our Coming Events Column. If you would like to receive the Retail Observer please go to www.retailobserver.com to subscribe.



"My NKBA certification gives me the edge to design kitchens that 'wow' my clients."

X *Cait Lauza, AKBD*

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NKBA Ambassadors' Club

The National Kitchen & Bath Association seeks to recognize members of the NKBA who have added to the growth of our Association by bringing in new members. In appreciation of their continuing efforts, we induct them into the NKBA Ambassadors' Club.

The success of the NKBA Ambassadors' Club is attributed to more than 160 members who have recruited over 4,000 new members into the NKBA. These recruiters receive national recognition through this website, as well as in *Profiles Magazine*. Induction takes place at the NKBA Chapter Officers' Forum/Ambassadors' Club Luncheon held at K/BIS.

The NKBA Ambassadors' Club was created in 1983 to recognize individuals whose involvement represents the pinnacle of Association services. Membership in the club is reserved for individuals who recruit at least five new members in a 12-month period, or a total of 15 new members over any time period. New member applications received prior to December 31, 2009 will be considered for 2010 induction.

For more information or to request an NKBA Ambassadors' Club recruitment kit, which includes membership applications, call 800-THE-NKBA (800-843-6522), or contact membership@nkba.org.

NKBA AMBASSADORS' CLUB MEMBERS

The following members have received a name tag with the number of members they have recruited.

140 MEMBERS

Peter G. Merrill, CKD

90 MEMBERS

Arthur R. Warren, CMKBD
James W. Krengel, CMKBD

80 MEMBERS

Linda L. Reisen

70 MEMBERS

Thompson C. Price, CMKBD

60 MEMBERS

Geleta F. Fenton, CMKBD

45 MEMBERS

Timothy J. Mullally Sr.

40 MEMBERS

Allan S. Pattison, CMKBD
Carol E. Lamkins, CMKBD
Robert F. Tietze, AKBD

35 MEMBERS

Charles McCamy
Larry Miller, CMKBD

30 MEMBERS

David H. Newton, CMKBD
Francis Jones, CKD, CBD
Julie DeJardin
Michael L. Smith, CMKBD
Peg Seropian
Peter M. Stone

20 MEMBERS

Angela O'Neill
Becky Sue Becker, CKD

Belle Smith, CKD, CID

Cam McCamy
Fred N. Schank
Gary N. Sheffield
Jim Ward
Mark L. Karas, CMKBD
Martha Terrell Kerr, CMKBD
Mavis Goss
Stephanie Witt, CMKBD
Tamara S. Newell, CMKBD
Trudy McGinnis, CKD, CBD
Vicki Leimback

15 MEMBERS

Alan S. Asarnow, CMKBD
Beth M. Forbes
Brock Davies
Claudia F. McCabe, CKD, CBD
David R. Norton, CMKBD
Ed Sladek

Ester Kloc

Fay Hodges, CMKBD
Gary T. Callier, CKD
Gerald C. Johnson, CKD, CBD
Hollie M. Ruocco, CKD
Horace Browns
Jeffrey Cannata, CMKBD
John L. Ryba
Joseph Dumstorf
Larry Lamkins, CKD, CBD
Lilley E. Yee, CKD, CBD, ASID, CID
Maria Stapperfenne, CKD, CBD
MaryJo Camp, CKD, CBD, CID
Patrick L. Byrne
Paul D. Mazoh
Ric Coggins, Market Dev. Mgr.
Sally Ault
Valerie Chapman, CKD
W. Leo Bain

The list of members with under 15 recruits can be seen at http://www.nkba.org/about_ppf_ambassadors.aspx

Please note the following club policies: (1) any NKBA member can participate; (2) only one Ambassadors' Club credit is awarded for each new applicant; (3) Ambassadors' Club credit will be awarded only after the membership application is processed; (4) members can be recruited in any non-student membership category; (5) reactivating a firm will count as a new application if the firm has not been an active NKBA member for at least 12 months; and (6) a branch membership application will count as a new member recruited.

Please note the following exclusions: (1) recruiters must be identified on the NKBA application form at the time it is submitted to the NKBA for processing to earn Ambassadors' Club credit; (2) an individual cannot receive credit if they recruit a "branch" from within their immediate corporate structure; and (3) changing membership categories does not count as a new application.

Additional Recognition and Promotional Opportunities

The NKBA Board of Directors approved staff's recommendations to enhance the Club with new recognition and promotional opportunities.

Ten New Members in a Year - Individuals who recruit 10 new members during the 2009 calendar year will be featured on the NKBA website and receive a formal press release the club member can use in their local paper.

Member Recruiting Highest Number of Company Members - The individual who recruits the highest number of new company members between October 1, 2008 and September 30, 2009, will receive a full conference registration plus a 2 night hotel accommodations (incidentals NOT included) for K/BIS® 2010!

Please note: The 2010 Kitchen/Bath Industry Show & Conference will take place April 16-18, 2010 in Chicago, IL. The hotel location is chosen at the discretion of NKBA. **RO**



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Nationwide Design Center— Offering Affordable Display Solutions for Independents

Nationwide Marketing Group (NMG) announced that their Design Center is now offering new lower pricing on a line of display fixture systems and solutions.

“We brought the costs way down by identifying the best resources in the country,” said Ed Kelly, President of NMG. “Our Design Center now offers more innovative solutions at even better pricing and delivery times for all your display and merchandising needs so our dealers can upgrade their stores more frequently at a fraction of the cost.”

In March, the Nationwide Design Center introduced their newest cutting edge display fixture system, NuBeam, at their PrimeTime! buying show and conference in New Orleans. NuBeam was specifically tailored to merchandise home entertainment packages and help independent dealers build a high value shopping experience.

At the heart of the NuBeam system are durable black finished beams that were engineered for easy installation and literally snap right into place, instantly upgrading the look of a store. Each beam is 90 inches in height and can fit up to three TV's. The system also comes complete with surround sound speaker arms, heavy weight display shelves, universal TV mounts, distribution amp, cable sets, pop out canopies that can be branded with logos or store promotions, as well as space for graphic banners and sign headers.

“NuBeam displays provide the dealer with the entire sales package. It is the most cost effective solution that has branding and merchandising capabilities not available in any other system on the market today,” said Kelly.

Spencer's TV & Appliance of Arizona incorporated the NuBeam system into their store design. “We are pleased with the fixtures and have found the overall look to be much nicer than what you will find in any of the big chain stores,”

said Rick Biederbeck, General Manager of Spencer's.

Nationwide Design Center's original display fixture system, Eline, has also been value engineered for better performance and lower pricing. This wooden slat wall panel system used to sell for \$560, but now dealers can get the same quality brand for under \$450.

According to Albert Turick of the Nationwide Design Center, both the NuBeam and Eline systems are in stock and ready to ship immediately. Dealers who have their measurements and merchandising requirements can easily place an order over the phone. For those who are uncertain, the Design Center takes the guesswork out of the ordering process by assisting them in selecting the best product solution for their specific needs.

“Dealers can't get these designs at these low prices anywhere else,” said Turick. “Our display fixture systems were exclusively designed by Nationwide and are only available to Nationwide members.”

The Nationwide Design Center is also the best resource for other in-store solutions including cash wraps, service counters, show cases, computer and gaming displays. For more information on the Nationwide

Design Center or to get started on your next project call (800) 471-8658 or email at albert@nationwidegroup.org.

ABOUT NATIONWIDE DESIGN CENTER

The Nationwide Design Center is an exclusive one stop source for all store fixtures, planning and designing services for members of Nationwide Marketing Group. The Nationwide Design Center is spearheaded by store designer, Albert Turick, who works directly with members on creating world-class store environments customized to fit every style and every budget. **RO**



The NuBeam Display Fixture System was engineered for easy installation and is now available through the Design Center at Nationwide Marketing Group for a very affordable price.

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BrandSource Readies for 40th Anniversary Celebration

1969: Forty years ago, on a fishing boat in the Pacific Ocean, a handful of appliance retailers decided to join together and buy major appliances as a group, to get the absolute best pricing and terms. So began Associated Volume Buyers (AVB), which today is an international marketing group of retailers offering major appliances, consumer electronics, furniture, floor covering, window treatment and cabinets.

1999: Ten years ago, in Orlando, Florida, BrandSource CEO Bob Lawrence stood before AVB members during the 30th annual convention and buying fair and introduced a new concept, where the combined efforts of each individual AVB member would count as one national retailer called BrandSource.

2009: Today there are over four thousand BrandSource store fronts in the United States and Canada, working together under the BrandSource banner as well as their individual store names. The concern that the BrandSource name would take away a store's local identity has been replaced with the knowledge that the BrandSource name is being recognized by consumers who move from market to market. BrandSource is delivering additional business to its members and continues to do so.

As a marketing group for independent retailers, BrandSource was the first to bring Ecommerce to its members, introducing brandsource.com in 1999, with a national shopping cart that funneled sales received to individual stores closest to the customer placing the order. In 2009 brandsource.com underwent a total makeover, and today is the premier major appliance and consumer electronics web site for independent retailers. Sales received nationally are sent to the closest authorized member store, or if the member elects, the products are delivered for them through a new professional delivery service. Individual member web sites now contain all of the monthly promotions offered by each member, based on the brands each member sells.

When consumer electronics suppliers began pulling back with sales and training and requiring retailers to have higher annual sales to be able to purchase on a direct basis, BrandSource was the first to step up with a solution:

Expert Warehouse. Expert Warehouse delivers consumer electronics to approved members on brands like Samsung, Sony, Pioneer, Pioneer Elite, Mitsubishi, Hitachi, JVC, Panasonic, Bell'O, Chief, and 24 other brands. Members can order these major brands at factory direct prices today and receive their order tomorrow in most areas of the country, saving members money by reducing costly warehouse space.

BrandSource was the first national marketing group to offer major appliances from a central warehouse and today the list of brand names in the warehouse system continues to grow.

BrandSource is the only marketing group that offers a single branded credit card allowing consumers to purchase major appliances from one store, consumer electronics from another, mattresses from another, flooring products from another, and so on. In fact, nearly 20% of all BrandSource card holders cross shop, making the BrandSource card more important to both the customer and to our member stores.

For the second half of 2009, the group is doubling its promotions, providing member stores with twice as many promotional events. "We know there is business out there and we intend to get more than our fair share of it for our members," said BrandSource VP of Appliances, John White. "By doubling our efforts on promotions we are providing our members with additional sales tools to be able to generate more floor traffic and more sales."

BrandSource continues to be the industry leader of 'firsts' and will continue to search for new buying, selling and savings opportunities to keep BrandSource members at the consumers top of mind awareness.

At the end of August, BrandSource members will come together at the annual Convention and Buying Fair at the Paris Resort and Casino in Las Vegas, where they will be updated on the latest marketing trends, including Email marketing techniques, a How-To for social media, sales training techniques, marketing to today's buyer, internet marketing, and more. BrandSource Service will provide updated techniques for making the service department more profitable and more professional. And members will learn how to save bottom line money by using the host of new business services through the BrandSource Expert services. **RO**

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July 16 - Los Angeles, CA - Dacor Corporate Design and Culinary Center

September 10 - San Francisco, CA - Dacor Design and Culinary Center

October 1 - Seattle, WA - Miele Design Center

For more detailed information including a course schedule, visit NKBA.org/Education.

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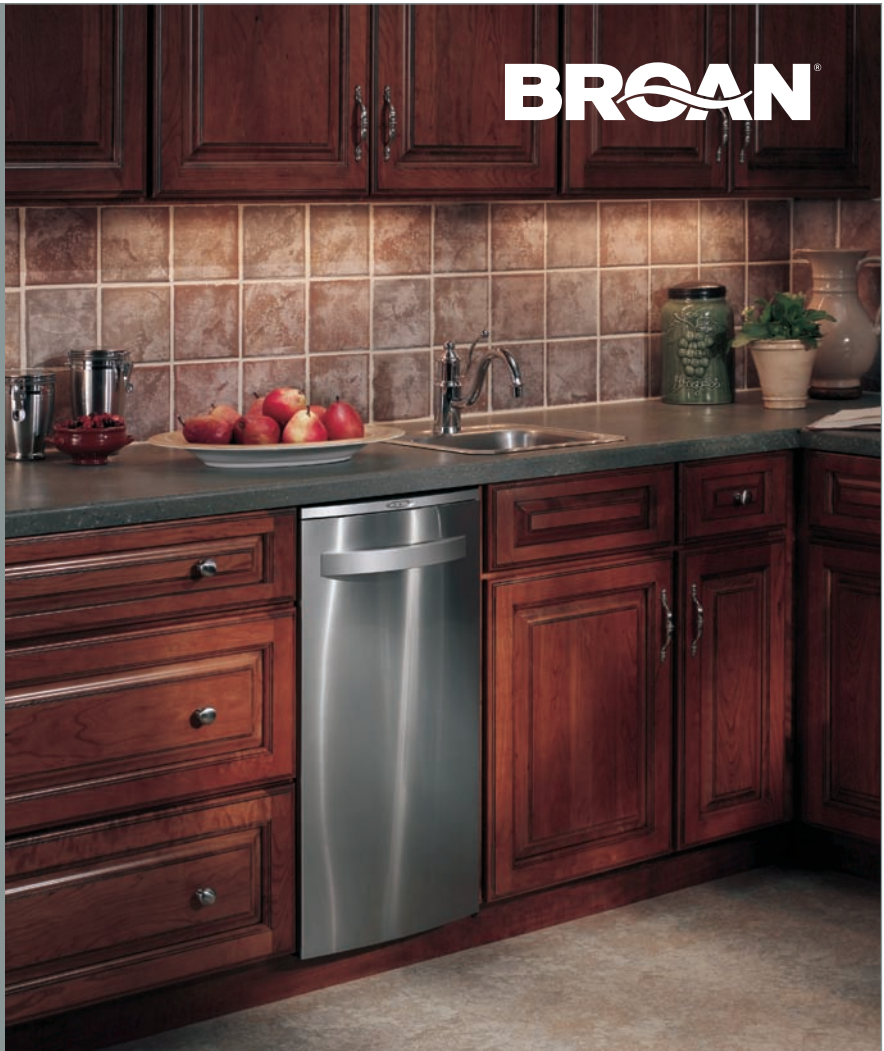
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